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UN Sustainable Development Goals

What are they
and how do they
apply to spas?

Alejandro Bataller

Rolling out
Sha Wellness across
major world regions

Spa Foresight™

*Climate emergency,
gen alpha and
brain optimisation*

CONFERENCE REPORTS

- G3T's hot spring summits – China & Japan
- SWIC's Russian spa congress – Azerbaijan

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Paving a worldwide path for wellness at Hyatt

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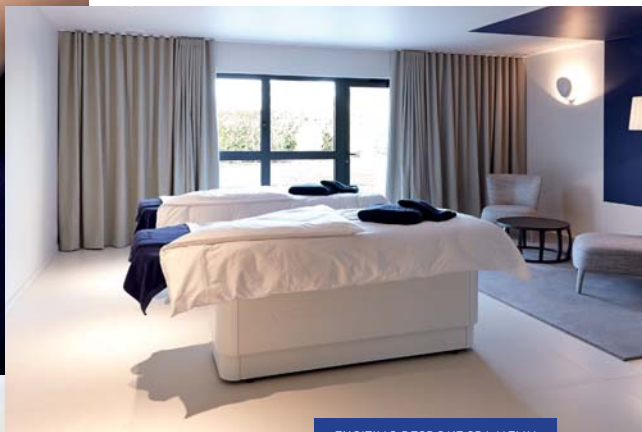
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Time to shine

As spas reach peak revenues, now's the time for our industry to act as a catalyst in working out how we measure the impact of an experience and the 'return on wellness'

It's positive and encouraging to see a number of studies reporting strong performance indicators in hotel spas recently, with some types posting record revenues.

The latest research from hotel advisory firm CBRE shows that spa is now one of the top performing departments in US hotels (see p32). Its *2019 Trends in the Hotel Spa Industry* found that while total hotel revenue in its sample of 159 hotels increased by 3.8 per cent, spa departments grew by 4.8 per cent. The greatest rise occurred in hotels with less than 200 rooms which had a revenue jump of 13.3 per cent.

At the same time, HVS consulting has revealed that in the US, on average, "spa and wellness departments run profitably and can contribute significantly to a hotel's bottom line". In its second annual *2019 HVS Performance Report: Spa Department*, it found that treatment rooms in luxury hotels generate US\$257k in revenue a year - more than double the average for upper-upscale hotels (see p28).

Both of these reports follow the 20th edition of *ISPA's US Spa Industry Study* which shows that facilities across the US generate US\$18.3bn in revenue and that all key financial indicators in spas have risen steadily over the last nine years.

After years of having to justify their viability, now is the time for spas to shine. And their position can be further elevated by proving their worth when it comes to a new, as yet unmeasured, KPI - 'return on wellness'.

With the booming trend of wellness extending beyond spas into all hotel departments, global corporations are



Spa is now one of the top performing departments in hotels

Hotel chains are grappling with putting a value on wellness and what it brings to the bottom line. Spas make the perfect testbed

grappling with putting a value on what wellness adds to the bottom line. What is an individual's wellness level before and after a stay/experience and how does this impact on customer loyalty, for example, or other spending patterns?

No one has cracked the code for this yet and spas - a linchpin of wellbeing in hotels - are the perfect testbed for first defining and then measuring the return on wellness for the wider hotel business.

Katie Barnes, editor @SpaBusinessKB

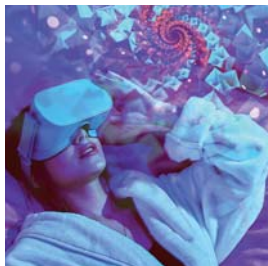
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1. Source NPD BeautyTrends[®]. Skincare products sold in Perfumeries and Department Stores, Luxury brands, in Year 2018 on a total 4 countries (France, Italy, Spain mainland and UK). 2. Body Silhouette treatment.

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Letters

Do you have a strong opinion, or disagree with somebody else's point of view on topics related to the spa industry? If so, *Spa Business* would love to hear from you.

Email your letters, thoughts and suggestions to theteam@spabusiness.com

A movement away from minimalist spas

Beverley Bayes, creative director, Sparcstudio

Having worked on some of the top UK spas for the last decade, we're witnessing a shift in design – away from formal and minimalist settings towards those with 'heart and soul'.

The choice of finishes is moving away from plush and bling, for example, towards natural raw materials that recreate the kind of barefoot luxury found in island resorts. Think honed Forest Green marble rather than highly polished Calacatta marble, and grain timbers, green slate and terracotta tiles in interesting formats. There will also be a sway towards incorporating



There's a sway towards handmade, locally-sourced materials, artwork and furniture in spas like South Lodge



handmade, locally-sourced materials, artwork and furniture.

Rendered walls will give spas a new-found freedom for creating organic shapes using modern stone and polished plaster which, for instance, mimic the smoothness of

Moroccan tadelakt. Concealed lighting will progressively replace spot and down lighting to give a softer, more integrated look and full spectrum bulbs means intensity can subtly change throughout the day in accordance to circadian rhythms.

We also expect to see natural swimming pools featuring freshwater and filtered by plants become an essential element for eco-conscious operators.

New luxury is about nurture, care, comfort, relaxation and connecting with nature.

Lithuania to become most well-known European spa destination

Eglė Ruksenaite, owner & founder, The E77 Company

The history of health prevention and medical spa towns, using local therapeutic mineral water and mud, dates back over 200 years in Lithuania.

However, while many spas were once owned and operated by the state, an economic crisis in the 1990s meant existing infrastructure was acquired by private companies. And

in the next two years alone, another 13 spa hotels and wellness destinations are planned in the country. We're consulting on more than half of these and, according to our calculations, total investments should amount to €90.5m (US\$100.7m, £77.4m).

Today, people are visiting spa towns such as Birštonas, Druskininkai, Anykščiai and Palanga not just for rehabilitation, but also for health prevention and relaxation. Spas are treating contemporary ailments such as chronic fatigue and insomnia and

many are adapting services to meet the needs of a younger generation and families.

With modernisation Lithuania is opening up its little known traditions to the world and in the next decade it will become one of the most well-known European spa destinations with one of the best-developed markets.



The sleep hotel is just one of 13 wellness projects in Lithuania

spa people

by Megan Whitby



The flagship site in Spain welcomes 6,000 guests a year and is at full capacity

We feel we've reached our maximum potential at Sha Spain, so we wanted to make our offering more accessible to a global market

Alejandro Bataller

vice president, Sha Wellness Clinic

Spanish destination spa Sha Wellness Clinic has cited ambitions to have a facility in every major world region in the next 10 years, following its recent announcement of expansion into Mexico and the UAE.

Based in picturesque mountains near Alicante, the resort has 93 suites, 11 private residences and 6,000sq m of spa and wellness facilities which were opened 11 years ago by the Bataller family. It's known for the Sha Method, a holistic approach that provides a mix of cutting-edge preventive, genetic and anti-ageing medicine - from telomere testing to male hormone therapy - alongside

natural therapies and macrobiotics. Vice president Alejandro Bataller tells *Spa Business*: "We feel we've reached our maximum potential at Sha Spain, so we wanted to make our offering more accessible to a global market."

Sha explored multiple potential international locations, assessing climate, environment and access to clinical resources. In-depth analysis showed Mexico and the UAE were best-suited to the needs of the business and these locations are now on track to open by 2021 and 2023, respectively, with Sha developing and managing both properties.

Sha Mexico will be based in the north of the Riviera Maya in



Sha Mexico is on track to open by 2021 in Cancun

Cancun and include 100 suites and a number of private residences. Meanwhile, Sha Emirates will be located in the new AlJurf coastal development in Abu Dhabi and include 120 suites and close to 300 residences. It's being created in partnership with local place-maker IMKAN with an investment of AED600m (US\$163.4m, €146.8m, £124.5m).

"Over the years we've received countless proposals to open in different countries and have always been very cautious in that we'll only expand when we consider we can maintain the concept and standards of excellence that characterise us. We feel this moment has arrived."

The offering at Sha Mexico and Sha Emirates will remain the same in terms of the traditional Sha Method and types of health programmes. However, the brand anticipates each site will attract guests with specific needs.

Sha foresees that guests staying at the Mexico clinic will seek a retreat-focused approach, with anti-stress or holistic treatments and therapies and that Sha Emirates guests are likely to focus on revitalising medical treatments, such as ozone therapy, and also non-invasive aesthetic medical treatments.

"Our aim is to always offer the most outstanding therapies, but it's important we tailor our

Recently we've seen an increase in solo travellers – those who chase a transformative rather than a pampering experience

“

offering to each market and its individual needs," says Bataller.

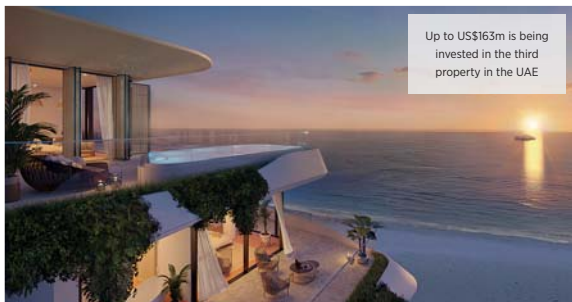
Sha's flagship clinic in Spain welcomes approximately 6,000 guests a year and remains at full capacity. When the company launched in late 2008, only 30 per cent of guests were men, but today it accommodates nearly equal numbers of male and female guests.

Bataller says: "A typical Sha guest is someone who seeks to spend their free-time evolving, learning from themselves and constantly striving to improve their health."

"Recently we've seen an increase in solo travellers – those who chase a transformative rather than a pampering experience. In fact, the majority of guests who come to the clinic, come alone."

In 2018, Sha celebrated its 10 year anniversary and Bataller upholds that the offering remains a unique concept that's capable of transforming people's lives.

He says: "Sha is a life-changing experience. It's a place where you come to reset yourself while acquiring the knowledge and the tools to take hold of your health and enjoy optimal health and wellbeing at any stage of your life." ●



Up to US\$163m is being invested in the third property in the UAE



Victoria has a plethora of geothermal springs and this creates a unique selling point globally for our state

Matt Sykes tourism development consultant, Australia

Matt Sykes, former experience manager at Australia's Peninsula Hot Springs, has proposed a blueprint for a hot springs bathing cycle around the emerging sector in the state of Victoria.

He recently presented the route to the spa industry for the first time at the Global Thermal Think Tank summit in China (see p62) and the California Hot Springs Convention in the USA.

The 900km Great Victorian Bathing Trail would run along Australia's southern coast taking in a wide variety of bathing destinations such as hot springs and sea baths, river baths and beaches, mineral springs, forest baths and salt, ice and lake baths. In total, Sykes says it would connect around 50 locations, business and initiatives.

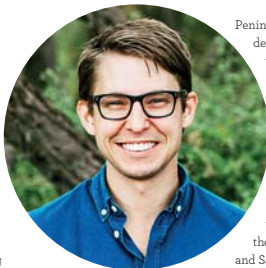
The proposed route will also link with Victoria's Aboriginal Cultural

Trail as well as hiking, rail and bike routes.

Sykes produced the blueprint after he won a 2018 fellowship at the Victoria Tourism Industry Council.

For research, he visited global thermal destinations, looking at industry benchmarks and experiencing a variety of international bathing methods. He started in southern and central Australia, he then travelled to Tasmania and then further afield to China and Japan. He also explored Europe, visiting Iceland, Finland and Norway, and then Denmark, Sweden and the UK.

The trail would begin at the Deep Blue Hotel and Hot Spring in Warrambol and trace the coastline to the state's eastern border Metung on the Gippsland Lakes in East Gippsland, where



The bathing trail will connect around 50 businesses

Peninsula Hot Springs is also developing a hot springs wellness hotel and bathing marina.

Along the way, people have the opportunity to experience the Twelve Apostles Hot Springs near Port Campbell, opening January 2022; Peninsula Hot Springs on the Mornington Peninsula; the Phillip Island Hot Springs and Saltwater Baths, which are under construction and the Nunduk Hot Springs Resort in Seacombe, East Gippsland which is scheduled to open in 2021.

Sykes argues the initiative will kickstart community and economic regeneration and is an opportunity to create a nature-based economy that is supportive of the local ecology.

"Victoria has a plethora of geothermal springs," he says, "this creates a unique selling point globally for our state and positions Victoria prominently among destinations around the world that are focusing on this lucrative and growing sector."

"By 2030 we could create a signature wellness experience that's nature-based, wellness-focused and defined by a common regenerative development philosophy."

Sykes is now exploring the potential for other bathing trails in the Australian states of Queensland and New South Wales. ●

● To see the proposed Great Victorian Bathing Trail in detail visit spabusiness.com/bathingtrail



Nunduk Hot Springs, due to open in 2021, is included in the cycle



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When you bring people to the sea you can see their shoulders drop and they breathe more deeply

Lizzi Larbalestier founder, Going Coastal

“Water is medicine. We are more liquid than solid and it's even possible that one of the reasons we evolved onto two legs was to make it easier to find water sources,” says Lizzi Larbalestier who's built her business around the therapeutic benefits of water.

Larbalestier specialises in Blue Health Coaching, offering business and lifestyle coaching by the sea and based on the idea that a connection with water promotes mental, physical, spiritual, psychological and social health.

“Lots of people suffer from fatigue and information overload. When you bring people to the sea you can see their shoulders drop and they breathe more deeply,” she says. “The space lends itself to deep conversations and a big horizon allows their eyes

to relax, bringing in peripheral vision and a soft fascination which expands thought.”

Although there's now abundant scientific research to show how effective bodies of water are for mental wellness, Larbalestier argues the medicinal effects of water are still underutilised and undervalued – even in resort and destination spas which have their origins in *salus per aquam* (health through water).

She advocates stripping out chlorine and using salt water for pools, as well as looking at the whole system of water use and designing in ways to capture and recycle grey water.

“Water should be part of the décor: it's restorative and the light reflects well off it,” she says. “But also look for other ways to bring in water content – artwork, music and even the language used. I

like to use words like flow, ripple effect and buoyancy in my work.”

In addition, they could simply offer more experiences and packages by bodies of water, employ blue health coaches or put therapists through the coaching course she's just about to launch.

“Although I wouldn't always advocate initiating a conversation, it would be great to train therapists to be able to respond appropriately if people do volunteer information,” she says.

“Massage is all about moving liquid – lymphatic fluid – around the body and putting people into flow state, so language tools could support the process of letting go.”

Overall, Larbalestier argues that spa operators need to be mindful of water ecosystems too and the impact of not just microbeads and plastics but fats and oils which go down the drain. ●

PHOTO ©COLLEEN HARRIS PHOTOGRAPHY



Spas could use water in so many more ways says Larbalestier

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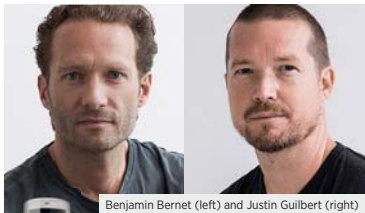


A wipe to clean the whole body is the most popular product

6

Combat ready: our skincare line meets the needs of troops stationed in the harshest environments

Benjamin Bernet & Justin Guilbert
co-founders, Bravo Sierra



Benjamin Bernet (left) and Justin Guilbert (right)

The US military has helped develop a skincare line to meet the needs of military troops stationed in the harshest environments.

Founded in 2018, US-based Bravo Sierra worked with 1,000 people on active-duty, who engaged in field-testing and provided feedback.

The products were first made available to military patrons via Air Force, Army, Marine Corps and Navy Exchanges worldwide but are now on sale to the general public at very affordable prices.

The eight items include products for the body, hair, and face, all of which are vegan, cruelty-free and

made without parabens, phthalates, SLS/SLES or phenoxyethanol. The price point is between US\$5 (€4, £4) and US\$14 (€13, £11).

The most popular item is the 100 per cent biodegradable cloth wipe made with antibacterial agents that can clean an entire body.

Co-founded by Benjamin Bernet and Justin Guilbert, Bravo Sierra takes its name from the NATO phonetic alphabet and alludes to cutting through the BS.

Bernet previously worked for L'Oréal and Glossier and was also head of global marketing for Kiehl's men's care, while Guilbert is a former marketing executive from Garnier and Maybelline.



They'll outperform the expectations of high performance-seeking civilians

Bernet tells *Spa Business*:

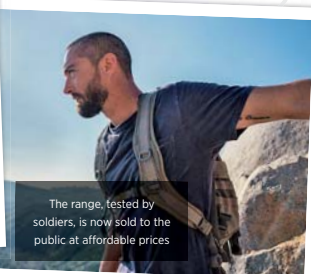
"These are men and women being the best version of themselves through their service to the country and we were inspired to take that unifying ethos and launch a company that develops products which reflect that message."

Guilbert adds: "We believe that if our products are good enough for the men and women who go through extreme conditions to serve our country, then we're confident they'll outperform the expectations of high performance-seeking civilians."

The duo contribute 5 per cent of company revenue to the Morale, Welfare and Recreation network, which offers a range of community support programmes to US service members, veterans, and their families.

Bravo Sierra found business support in a group of investment partners delivering a US\$6.75m seed round of funding in early 2019, led by Global Founders Capital, with participation from Canaan Partners, Mousse Partners, BoxGroup, Redo Ventures and Grace Beauty Capital.

The brand has announced plans to enter the nutrition space, expand the product range and launch partnerships in 2020. ●



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**Richard Clay, Group Spa Revenue Manager,
Macdonald Hotels and Resorts**



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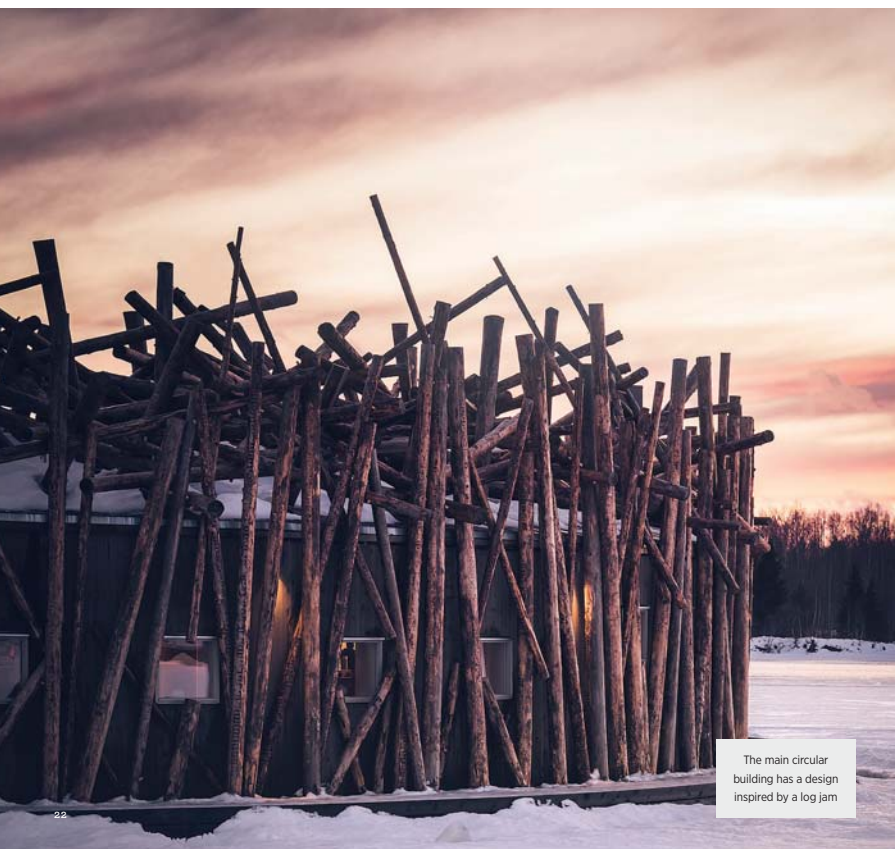
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NEW OPENING

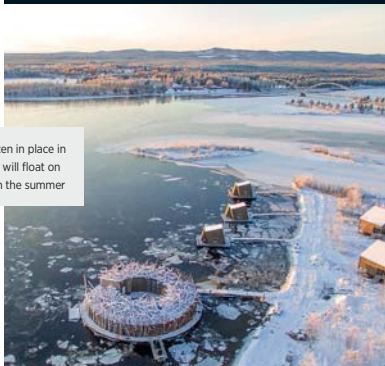
Bathe under the midnight sun in Sweden's new floating hotel and spa



The main circular
building has a design
inspired by a log jam



The hotel is frozen in place in the winter and will float on the Lule River in the summer



Architects Bertil Harström and Johan Krauppi have created a free-floating hotel on one of Sweden's longest rivers, with the micro-destination featuring a spa among its offerings.

Owned and conceptualised by the architectural duo, the circular Arctic Bath Hotel and Spa will float on the Lule River during the summer months, with the structure frozen in place through the winter.

The main circular building has a design inspired by a log jam and features six rooms, another 12 are elevated on poles onshore. There's also a spa, restaurant and lounge.

The bijou spa has just one treatment room offering treatments by Kerstin Florian and its sister brand ANDA, which is both organic and vegan.

Additional facilities include an outdoor cold bath – a circular pool at the building's centre – as well as saunas, a steam sauna and thermal baths.

The outdoor cold bath will be available all year, as during the winter the pool will be kept free from ice. During summer, the midnight sun will allow guests to swim outside both day and night.

Guests will also be offered a range of activities such as moose calling, bear watching, northern lights photography, dog sledging, nature walks, snowshoe hiking, cross-country skiing and yoga.



There's one treatment room, two saunas and an open air plunge pool at the centre



Iconic Raffles Singapore reopens with spa and gem treatments

The new spa at Singapore's landmark Raffles Hotel has partnered with British product house ISUN, which specialises in gemstone-infused products, and Japanese skincare brand Mikimoto, the sister company to the famous cultured pearl business.

The iconic hotel recently completed a two-year multi-million dollar restoration, with design by Alexandra Champalimaud, during which accommodation was increased to 115 suites.

The spa is accessible to both hotel guests and the general public and the original design was implemented by Lindsay Madden-Nadeau, director of wellbeing for Accor's Fairmont, Raffles and MGallery brands.

It's located in the Raffles Arcade and home to five single treatment rooms, one couple's room and one suite.



Lindsay Madden-Nadeau implemented the original design of the spa



The spa overhaul is part of a multi-million dollar restoration of the famous hotel

The four-person suite has been named The Gem to accentuate the partnerships and has its own separate treatment rooms and facilities with linen supplied by RKF.

Siti Mohd, Raffles spa manager says: "Gemstones have properties that facilitate relaxation and healing which ultimately enhances the treatment received by guests. Gemstone-infused massage oils are unrivalled in their abilities to enhance deep relaxation, mental strength and stability.

"We're focusing on B2B offers such as opening up the spa for company events," says Mohd, "As The Gem suite and the entire spa are available to be rented.

"We want to make our spa a social, relaxing and interactive space with a good balance between communal and private experiences."

Other facilities also include an aromatic steamroom, ice fountain, sauna, a pool similar to an onsen and separate relaxation lounge areas for men and women.



The large-scale hot spring, spa and sports resort is the second of its kind created by the state



Kim Jong Un opens North Korean mountain spa



ALEXANDER KHITROV/SHUTTERSTOCK

North Korea's supreme leader Kim Jong Un describes the resort as "absolutely perfect"

North Korea's supreme leader, Kim Jong Un, has opened a large-scale hot spring and spa resort – called Yangdok County Hot Spring Cultural Recreation Center – in a bid to drive tourism into the country.

The resort is home to indoor and outdoor hot-spring bathing, and multi-functional sports and cultural facilities. It also offers skiing and horse-riding.

Kim says: "It's a very happy event to provide the new hot spring culture to the people, but it's also pleasing to find that soldiers of the People's Army created such civilisation with their own hands. It's absolutely perfect."

The Yangdok centre is the second mountain spa resort unveiled by Kim, the first is located in Samjiyon and was hailed by Kim as the "epitome of modern civilisation". The state is also developing a coastal resort in Wonsan.

These projects come as a result of the economy being constricted by UN sanctions following tensions with foreign governments relating to North Korea's nuclear weapons policy and human rights breaches. This has led the government to focus on inbound tourism opportunities appealing to its Chinese and South Korean neighbours.

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Chalet Anna Maria, Photographer Alex Kaiser, Austria

Courtesy of Faena Hotel, Miami Beach, Photographer Nik Koenig, USA



KOKON Corporate Campus, Liechtenstein

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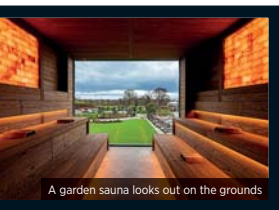
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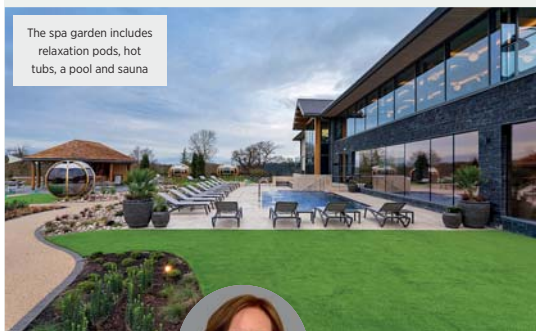
Eden Roc, Switzerland

Carden Park welcomes new 14-room spa with Bollinger garden bar

Carden Park Hotel in Cheshire, UK, has launched a new spa following a £10m (US\$13m, €12m) construction project. The Spa at Carden spans 4,500sq m and was created by consultant Nicki Kurran, who worked alongside Barr & Wray Interior Design, Pave Always Building Contractors and HB Architects.



A garden sauna looks out on the grounds



The spa garden includes relaxation pods, hot tubs, a pool and sauna

Kurran tells *Spa Business*: "It's been an absolute pleasure working with the spa team at Carden Park over the past two years, we've created a truly exclusive experience for our guests with some magnificent show-stopping touchpoints."

The destination spa has 14 treatment rooms, three themed relaxation rooms, two indoor saunas and an ice fountain. Spa guests can also visit experience showers, a salt steamroom and a tepidarium.



“We’ve created a truly exclusive experience for our guests”

Nicki Kurran

Set within the hotel's 1,000-acre grounds, the spa has been developed to provide guests with a wellness reset using nature, and features a large spa garden, which is also home to an all-weather Bollinger champagne bar. The gardens include five heated relaxation pods, fire pits and a garden

sauna, three outdoor hot tubs and a vitality pool, and is planted with fresh herbs that are incorporated into treatments.

More: http://lei.sr/g6J6u_B

Jeff Kuster named CEO of Canyon Ranch

US destination spa Canyon Ranch has appointed Jeff Kuster as CEO. Kuster brings more than 30 years' of global experience to his new position, including time with the Peace Corps in West Africa and Doctors Without Borders in Romania. He has also held leadership positions at McKinsey & Company and executive roles with fashion and lifestyle brands based in Europe. Prior to joining Canyon Ranch, Kuster

served as the group president of North America for Ralph Lauren Corporation.

"Jeff has a unique history managing large organisations, along with brand expertise, and his thoughtful style is clearly influenced by his early experience working with humanitarian organisations," says John Goff, Canyon

“Canyon Ranch has a history of forging deep connections with those who engage with it”



Jeff Kuster

Ranch owner and chair. "His background, coupled with our mission, makes him the right leader for Canyon Ranch. We look forward to working with Jeff as he brings his leadership and authenticity to our team."

Kuster will replace Susan Docherty who was appointed by Canyon Ranch founders Mel and Enid Zuckerman who retired in 2017 after 40 years at the helm.

More: http://lei.sr/V2u8P_B

Luxury hotel treatment rooms generate more than double the spa revenue, HVS report finds

Data from consultancy firm HVS shows luxury hotels have larger spas on average than those in the upper-upscale category, and that 'spa revenue per occupied hotel room' can significantly differ between the two product types, averaging US\$18 for upper-upscale versus US\$40 for luxury hotels.

The data is from HVS's annual report, which tracks spa performance and profitability from 2018 to Q3 2019.

"As the industry continues to evolve, operators have an excellent opportunity to engage a diverse and innovative range of treatments and amenities in addition to conventional spa services to reduce expense margins," says Mia Mackman, MD of spa and wellness consulting at HVS.

More: <http://lei.sr/b3wla>



Mia Mackman

Jean-Michel Gathy channels Issey Miyake to create signature installation for Tokyo spa

Designer Jean-Michel Gathy has created a 3D origami-inspired feature wall for Four Seasons' spa sanctuary in its upcoming hotel in Japan - called Four Seasons Hotel Tokyo at Otemachi.

Dominating the spa lobby, the flowing paper structure appears to billow and sweep outwards, and has been designed to calm guests as they enter the spa. Gathy's



The flowing paper structure appears to sweep outwards

work is inspired by Japanese fashion designer Issey Miyake's flowing fabrics, as captured by photographer Namiko Kitaura.

The top-floor spa includes five treatment rooms and has a wellness menu inspired by

traditional Japanese treatments designed to balance the mind and body. Guests will be able to enjoy facials, massages and Japanese-inspired signature experiences. The flowing, multidimensional design will

also be found throughout the 190-guestroom hotel, which is due to open in July. The hotel is located in a new, 39-storey tower and will be Four Seasons' third Japanese property.

More: <http://lei.sr/N2F4E>



Clinique La Prairie launches first 'city hub' in Madrid

Swiss health and medical spa operator Clinique La Prairie has opened a new medi-spa in Madrid as part of an international development roll out.

Called Clinique La Prairie - Aesthetics & Longevity Suites, the 600sq m medical aesthetic centre, which offers regenerative and non-invasive treatments, has four treatment rooms and two consultation rooms. Clinique La Prairie has selected Swiss Perfection to supply treatments at the clinic, which offers coolsculpting, mesotherapy, laser treatments and platelet-rich plasma facials, as well as a range of anti-ageing treatments, peels, ultrasound, and tensor thread therapy.

"Our ambition is to create Clinique La Prairie city hubs which will offer world-class



Simone Gibertoni

medical, aesthetic and wellness services, underpinned by the luxury Swiss hospitality we are famed for, right in the heart of the world's most cosmopolitan cities," says Simone Gibertoni, CEO, Clinique La Prairie. Established in 1931, Clinique

La Prairie's original destination spa

is in Montreux, Switzerland and the brand has revealed its aspirations to develop internationally. Gibertoni says Madrid's "vibrant, cosmopolitan and innovative culture aligns perfectly with our passion for helping people to live longer, healthier lives. We understand people are busier than ever, so we're adapting this philosophy to enable us to offer follow-up services to our existing clients throughout the year."

More: <http://lei.sr/14e90>

Six Senses announces new wellness role for Mark Sands

Mark Sands has been promoted to VP of wellness at Six Senses. Prior to his promotion, Sands worked as area spa director for Six Senses in Vietnam and Thailand, where he created and launched multiple Six Senses' wellness initiatives, while also leading spa operations.

Sands began his Six Senses career in 2011 and has worked closely with the technical services team on multiple aspects of spa development. He recently supported the launch of Mission Wellness, the group-wide host wellbeing initiative. Before joining Six Senses, Sands worked at Ananda in the Himalayas for six years.

"I'm excited and honoured to be taking a larger role within such an important pillar of Six Senses," says Sands. "Having been part of the growth of Six Senses, it's impossible not to be inspired by how the company has kept improving over the past seven years. Six Senses' global development plans are also hugely exciting."

More: http://lei.sr/8E7p7_5



DIARY DATES

19-20 March 2020

Wellness Tourism Summit

Sofitel Noosa Pacific Resort
Queensland, Australia

Designed for tourism operators in Australia to learn how to tap into the growing wellness market.

www.wellnesstourismsummit.com/au

29-30 March 2020

World Spa & Wellness Convention

ExCel, London, UK

International spa figures convene for talks, networking and a trade show.

www.worldspawellness.com

29 March-1 April

We Work Well

The Joule, Dallas, Texas, USA

Networking and one-to-one meetings for spa suppliers and buyers.

www.weworkwellevents.com

15 April 2020

ISPA Talent Symposium

Ritz-Carlton Bacara, California, USA

Inaugural event for the spa industry focusing on workforce issues.

www.experienceispa.com

26-29 April 2020

Spatec Spring North America

Ritz-Carlton, Miami, Florida, USA

Operators and suppliers gather for one-to-one meetings and networking.

www.spatecspring.com

17-20 May 2020

GSN Buyers Conference

Lake Tahoe, California, USA

Industry green buying event with senior one-to-one meetings.

www.greenspanetwork.org

18-19 May 2020

Healing Summit

Pine Cliffs Resort, Portugal

Inspirational talks for like-hearted wellness professionals.

www.healingsummit.com

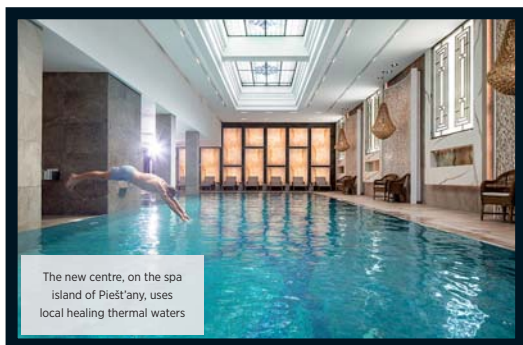
18-20 May 2020

Spa Life Ireland

Galgorm Resort & Spa

One of Europe's largest events for senior spa professionals.

www.spa-life.ie



Ensana opens €4m wellness centre in Slovakia

European health spa operator Ensana, a sub-brand of Danubius, has opened a luxury wellness and relaxation centre at its 5-star Thermia Palace Ensana Health Spa Hotel, on the spa island of Piešťany, Slovakia. The development, which is almost 13,000sq ft, features indoor and outdoor swimming pools, experience showers, a tepidarium, a large whirlpool, Finnish infrared sauna and steamroom. The pools are filled with local healing thermal waters and gently warmed using heated tiles.

The new wellness and relaxation centre at Thermia Palace builds on the art nouveau property's health and wellbeing facilities housed at the historic Irma Spa.

Dating back to 1912, Irma Spa features a thermal pool – the so-called Mirror Pool – as well as a mud Pool, which is heated to 39°C. Both the Mirror Pool and the mud pool are used for their ability to reduce muscular pain and tension.

Hotel guests can enjoy more than 60 different spa treatments at Irma Spa – including some of Ensana's proprietary treatments, which fuse healing natural resources with modern medical knowledge. Treatments involving Piešťany mud – which is certified by the European Union for its physical, chemical and biological healing qualities – are some of the most popular.

More: <http://lei.rh/H4t8k>

GWS releases 2020 Global Wellness Trends Report

Religion and wellness, music as medicine, and circadian health are some of the predicted wellness trends in the Global Wellness Summit's 2020 Global Wellness Trends Report.

The annual publication forecasts 10 trends for the year ahead in health and wellness, which are formulated by economists, academics, futurists and CEOs of international corporations, and also inspired by speeches from the Global Wellness Summit.

"Wellness used to be comprised of more discrete, siloed markets, such as the fitness or spa industries, but now everything is converging in – and around – wellness, and the concept is



Beth McGroarty

remaking whole industries and categories of living," says Beth McGroarty, VP of research and forecasting at the GWI.

Other trends include technologies designed to improve mental health, energy medicine, wellness sabbaticals, fertility health, rebranded ageing, Japanese wellness and using science to debunk myths in the wellness industry.

More: http://lei.rh/Z5y4g_B

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spa business uniting the world of wellness

Resort spas saw a bigger revenue rise than urban hotel spas

Hotel spa department revenues rise by 4.8%

Spa is now one of the top-performing departments within US hotels, according to CBRE

A new report by CBRE Hotel Advisory, 2019 *Trends in the Hotel Spa Industry*, has revealed that total hotel revenue increased by 3.8 per cent, while spa departments reported increases of 4.8 per cent.

According to the report, which was released in December, revenues and profitability also improved in all types of hotel spas.

The greatest increase was reported by hotels with less than 200 rooms, with a jump of 13.3 per cent. Hotels with more than 700 rooms increased spa revenue by 3.6 per cent, while hotels with 200-700 rooms saw the smallest increase in spa department revenue, with just 0.3 per cent, during 2018.

Resort hotels have also shown greater increases in spa department profits than urban properties for the first time in seven years.

CBRE also gives a breakdown of customer segmentation for all hotel spas in 2018, finding it was comprised of 53 per cent hotel guests, 4 per cent spa members and 43 per cent locals/others.

In urban hotel spas, the percentage of locals is higher at 61 per cent. CBRE says this indicates an opportunity for hotel owners to provide packages to entice the local community into their spas for different services and to convert these local patrons into members to provide a steady income stream to all areas of the hotel.

At resorts, 62 per cent of customers are hotel guests, 32 per cent are locals/others and 6 per cent are spa members.

Authored by Mark VanStekelenburg, division MD of CBRE Hotels Advisory and Jenna Finkelstein, director at CBRE Hotels Advisory, the report features 2018 revenue and expense data from 159 US hotels with spas. This is the 13th iteration of the report.

2019 *Trends in the Hotel Spa Industry* is designed

to provide owners and operators with the means to compare their performance against that of similar facilities, or against industry averages, and to identify their level of operating efficiency and competitiveness.

"As in prior years, despite rising labour costs, decreases in other department operating

expenses, along with revenue increases led to profit gains for all hotel spas," say the authors.

In addition, the paper highlights major trends in the hotel industry, stating that sustainability initiatives have grown in popularity, as well as hotel partnerships with major fitness brands.

"Hotels will continue to succeed if wellness is seamlessly incorporated throughout the hotel. This includes offering healthy dining options, partnering with boutique fitness classes, providing top-of-the-line equipment, and socially responsible sourcing" says Finkelstein. ●

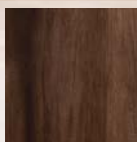
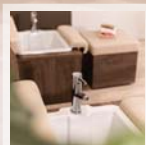
The greatest increase in spa revenue was reported by hotels with less than 200 rooms which saw a 13.3 per cent jump

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Pictured Above: The New Plaza Pedispa



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spa business uniting the world of wellness

On the menu

We provide inspiration for spa programmes and highlight some of the latest treatments, services and concepts on offer

VR spa boasts 'fuzzidarium' that replicates cat's purr

A digital immersive spa, created by Luxury Escapism, has opened in Brooklyn, US.

Over two hours, guests can sample more than 10 relaxation stations including the Fuzzidarium – a room with fluffy interiors, virtual reality and vibrations at 50hz to match a cat's purr – to promote wellbeing.

Guests can also experience a vibrating strobe-light waterbed, sound baths and perception bending glasses. In addition, there's a live VR sandbox tool – Celestial Flow – where guests manipulate particles using their hands.

The US\$40 (£36, £31) experience is designed to help guests reimagine

📍 New York City, USA

🕒 2 hours

💰 US\$40 (£36, £31)

relaxation with immersive technology, tactile stimulations and ASMR (autonomous sensory meridian response) activations.

Luxury Escapism was founded by Tyler Pridgen and David Lobser as an evolution of their three-day pop-up in New York in 2018 – The Oddly Satisfying Spa (see SB19/1 p20).

"We designed our treatments to help attendees find meditative states of mind," says Lobser, the spa's lead creative technologist.

VR spa founders David Lobser (top) and Tyler Pridgen (above)

Fake funerals provide enlightenment in South Korea

📍 Hyowon Healing Center, Seoul, South Korea

🕒 Around 10 minutes

💰 Free

The Hyowon Healing Center in South Korea is taking mental wellness a step further than most by offering people a chance to experience a mock funeral to help them appreciate their own lives.

Participants in the en-mass events are given a chance to write their last testaments before putting

on shrouds and lying in a closed coffin for 10 minutes.

It attracts both young and old people and some businesses are even using it to motivate employees. Up to 25,000 people have reportedly tried it out since the centre opened in 2012.



INMIND PICTURES/SHUTTERSTOCK

Spinal alignment and gut programmes at Sangha Retreat

Sangha Retreat by Octave Institute is offering a four or seven-day Traditional Spinal Alignment retreat at its wellness destination in Suzhou, China.

The chiropractic-led experience is claimed to correct vertebral alignment, improve mental and emotional wellbeing, resolve muscle tension and inflammation



Fred Tsao

and improve mobility and posture. It includes rehab sessions, anti-inflammatory Chinese cookery classes and spa treatments.

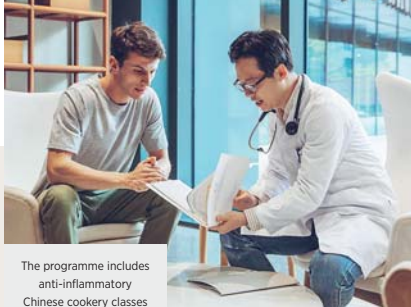
The retreat is one of Sangha's 21 new wellness programmes. Other highlights include a seasonal gut health management retreat and a cardiac programme focused on heart health.

Fred Tsao, Octave Institute founder, says: "The purpose of the institute is to introduce a new cycle of living that achieves mind, body and spiritual wellness".

📍 Sangha Retreat, Suzhou, China

🕒 4 or 7 days

💰 CNY6,526 (US\$928, €839, £719) per night



The programme includes anti-inflammatory Chinese cookery classes



Each Head Talks specialist focuses on a different aspect of mental wellbeing

Como London introduces mental wellbeing talks

The Como Shambhala Urban Escape spa at the Metropolitan London hotel, UK, has launched a mental wellbeing Speaker Series in association with mental health support specialists Head Talks.

In each session, speakers share their own personal wellness journey, while discussing ways to overcome the myriad of daily challenges that disrupt our path to wellbeing – including the importance of sleep, carving out time for joyful experiences and tackling mental exhaustion.

Highlights include a session on parenting hosted by clinical psychologist Dr Genevieve von Lobb which will



provide guidance on topics such as cyberbullying, social media stress, eco-anxiety and intense academic demands.

There will also be a talk by Charlotte Reed, author of *May The Thoughts Be With You*, who will share details about how she handled depression and anxiety by writing and illustrating positive thoughts.

Attendees will have the option to complement sessions with body and mind therapies at the Asian-inspired Urban Escape spa.

📍 Como Shambhala Urban Escape, London, UK

🕒 2 hours

💰 £45 (US\$58, €52)

Silent success for Mandarin Oriental

Spas at Mandarin Oriental hotels took a vow of silence for its fourth annual Silent Night programme recently.

The normal treatment menu was offered until 5pm, after which time there was no talking or music to create a sense of peace and encourage introspection. A brief consultation at the beginning of the spa journey is all that was permitted.

"A lot of the value of a spa experience comes from simply disconnecting from technology and experiencing time for yourself in silence," says group spa director, Jeremy McCarthy.

"Silent Night has been hugely successful – it makes people think, and it makes people appreciate what spas bring to our society. Spas are one of the last safe havens where people can go to have this quiet time away from technology, and the reaction we get from our guests is very positive."

📍 Mandarin Oriental spas worldwide

🕒 All evening

💰 Free



Jeremy McCarthy

Anantara Phuket uses acupuncture for smoking cessation



The spa is an ideal setting for guests to change habits

Anantara Phuket has partnered with acupuncturist and TCM practitioner, Dr Rui Pedro Loureiro to offer a Quit Smoking for Life programme.

Dr Loureiro has 20 years' experience of clinical practice in London and Portugal and the programme utilises auricular therapy – ear acupuncture – to minimise cravings and calm the nervous system. Sessions last 30 minutes and cost THB7,500 (US\$248, €222, £189).

He says: "Quitting smoking with my treatment is very easy, but there are still routines [habits] that participants need to change in the following three days – replacing smoking before or after a meal with a glass of water or a carrot or a piece of fruit for example."

Dr Loureiro will also be offering traditional acupuncture workshops, holistic facial rejuvenation using 24-carat gold needles and epigenetic testing.



Dr Rui Pedro Loureiro

Anantara, Phuket

30 minutes

(US\$248, €222, £189)

Sha Wellness Clinic launches HRT for men

Spanish destination spa Sha Wellness Clinic is offering bio-identical hormone replacement therapies (HRT) for men over 40.

The treatment is a part of a seven-day Healthy-Ageing programme which covers multiple spa therapies and medical disciplines such as cardiology, neurology, urology, hepatology and sleep and is designed to reduce the effects of hormone decline and ageing in later life.



Dr Vicente Mera

The therapy differs from conventional HRT for menopausal women. Dr Vicente Mera, head of international medicine and anti-ageing, explains: "Traditional HRT consists of a systematic supplementation with synthetic hormones. The new therapy is a personalised bio-identical hormonal replacement, which includes a curated and tailored combination of hormones and does not require self-medication."

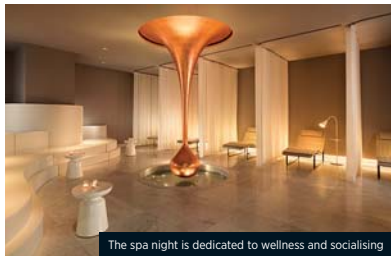
The hormone supplement is claimed to reduce fatigue, relieve bloating and improve sleep, memory and cognitive function.



Sha Wellness Clinic, Alicante, Spain

7 nights

€7,500 (US\$8,313, £6,394)



The spa night is dedicated to wellness and socialising

London spa introduces social evenings

Once a month, Agua spa at London's Sea Containers hotel will dedicate an evening to socialising, to bring people together through health, wellness and social interaction – much like the original Roman bathing community spirit.

Spa Social was born from the growing wellness scene in

Agua spa, Sea Containers, London, UK

3 hours

£80 (US\$104, €94)

the city and the event includes exclusive access to facilities, a 10-minute head massage, mud packs for self-application in steamrooms, champagne and healthy spa food. ●

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All eyes are closely watching Mia Kyricos and how she's shaping wellness at Hyatt

Mia Kyricos

Hyatt's head of wellbeing talks to Katie Barnes about global strategies, exclusive partnerships and how the company's commitment to wellness is unlike anything else in the hospitality sector

All eyes are on Mia Kyricos, closely watching how she's shaping hospitality wellness since being appointed senior vice-president, global head of wellbeing for the US\$4.45bn revenue Hyatt Hotels Corporation. In the newly-created role, which she started in August 2018, she oversees the wellbeing not only of guests and customers at Hyatt's 875-plus properties worldwide, but also of its 139,000 colleagues (employees) – a two-pronged approach which underscores its purpose “to care for people so they can be their best”.

More recently, she's scooped two awards. In October, she was named Leading Woman in Wellness at the Global Wellness Summit. Less than a month later, she was recognised as Outstanding Alumna of the Year by the Cornell School

of Hotel Administration, the respected US hospitality school where she first became serious about the business of spa and wellness. For someone still in her mid 40s, this is testament to her dedication to the industry. “It's incredibly humbling and overwhelming,” says Kyricos of the accolades. “Sometimes I just don't feel old enough and in many ways I feel like I've only just begun.”

Spa epiphany

Growing up in a strong, matriarchal Greek family in Maine, US, Kyricos says her grandmother always had a herbal remedy to hand and that a menthol massage was the first line of defence. Her wellness epiphany occurred, however, during her early days at Cornell. She explains: “I had a really personal moment during my first week of grad school... when

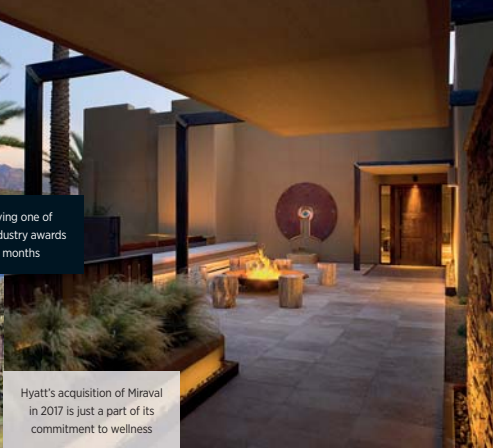
9/11 happened. Classmates lost family members and we were shook to the core. It reminded me, and everyone, of our mortality and that's when I decided I wanted to better align my personal and professional endeavours with something that was truly good for the world.

“I went to visit professor Mary Tabacchi – I had worked in hotels, restaurants, private clubs, all major areas of hospitality, operations and management, but spa felt like an unsung hero that she knew about. And I wanted to be a pioneer.”

Driven and ambitious, yet mindful and compassionate, Kyricos quickly moved up the career ladder and over the last 18 years she's worked for companies like Starwood Hotels & Resorts, creating six international spa brands (see SB10/3 p24); Spafinder Wellness as a chief brand officer; and Kyricos & Associates, her own



Kyracos receiving one of two personal industry awards in as many months



Hyatt's acquisition of Miraval in 2017 is just a part of its commitment to wellness



boutique advisory firm. She also had a leadership role at Core Performance, the workplace division of athletes performance company EXOS. It's this corporate wellness experience, on top of the name she's built for herself in spa and wellness, which made her a prime candidate for Hyatt's all-encompassing new role.

High-level commitment

"What initially attracted me to Hyatt was the fact that it had acquired Miraval and Exhale [in 2017] which signalled a real commitment to wellbeing," says Kyracos. "The second signal came when both Mark Hoplamazian [CEO] and Mark Vondrasek [CCO] spent almost two hours talking to me about what wellbeing meant to them and how they were dedicated to it. It's the first time in 20 years that the senior leadership of a company came



Hyatt's CCO Mark Vondrasek (top) and CEO Mark Hoplamazian (above) are both wellbeing advocates

to me with a business case for wellness prepared, versus me having to make the case and it just gave me goose bumps."

Being responsible for shaping Hyatt's multidimensional global wellbeing strategy, she reports into Vondrasek. And while, in today's climate, hotel groups are announcing their alignment with wellness on a daily basis, Kyracos is convinced that Hyatt is onto something special. "There are three things which make our approach unique," she says. "First, is our commitment at the highest level of the organisation across all of our [20] brands rather than just one.

"Secondly, Hyatt is the first company of its kind to bring on a leader and develop a department that's shepherding a single vision and strategy for what wellness and wellbeing means both commercially and internally with HR. That combined

► commercial and colleague wellbeing approach was a wow moment for me.

"Third, is that our inspiration comes from our top [meetings] customers – Fortune 500 companies that are making wellness and wellbeing a priority for their own company and colleagues."

Road to wellbeing

Having been at Hyatt for nearly 18 months, Kyricos feels her biggest achievement has been setting the vision and clearly articulating what wellness and wellbeing means to Hyatt. "This is a debate whether you're in the industry or a consumer as it means so many different things to different people," she says. "We see wellness as a road, the habits and steps you take every day to care for yourself, and wellbeing as the destination. A place you're trying to get to, but don't often get to stay for long."

Hyatt sees its role as helping people along the way with three landmarks of wellbeing that permeate all aspects of the hotel business, from spa, fitness and food to the company's highest purpose – it's *raison d'être* – of caring for people. The landmarks include Feel, focused



Allia is known for its wellness focus in Asia and Hyatt now wants to bring it to the west

on anything which positively impacts emotional and mental wellbeing: Fuel, which is about food, hydration and the way people sleep; and Function, which homes in on fitness and physical activity, as well as how you function in every day life.

"In my opinion, we put the framework together in record time," says Kyricos. "We probably had the first draft in three months and rolled it out within six months. It was informed by stakeholders across the world, across functions, but we didn't just talk to ourselves, we brought in our consumer insights team and surveyed our top World of Hyatt members." Inspiration also came from existing brands such as Exhale on the Function side and Miraval on the Feel and mindfulness side. "I'm very proud of that body of work as we tried to take a human

approach that people could understand whether you're in Arizona or Thailand."

The strategy has had the added benefit of supporting existing programmes such as Hyatt's Find platform, a collection of curated experiences for World of Hyatt members which has relaunched with Feel, Fuel and Function categories – growing from 100 to 200 experiences and reaching 16 million members in 55 destinations.

The biggest 'win' for Kyricos so far, however, has been communication – 'selling' the vision externally to guests and, possibly more importantly, to 830 owners, general managers and senior leaders at a summit in September. "It was eye-opening for them. As if they've never contemplated the true scale and potential of a commitment to wellbeing," she says.

"We began by educating them on the US\$4.2tn wellness economy and key data to bring it to life and then



prompted them to look at wellbeing as an ecosystem. If we invest in our colleagues, they're happier and healthier which will make them more productive and able to deliver on that purpose of care to our customers and guests.

"And then if you look at customers and guests, if they're feeling the care, they'll be more loyal, more satisfied, they'll shift more of their share to Hyatt, which in turn will deliver the financial expectations of our owners. Ideally, more financial resources will help to socially impact the communities in which we operate, making it easier to attract and retain talent. And that whole cycle repeats again."

Changing the culture

Key to that wellness ecosystem, and what makes Hyatt stand out, says Kyricos is the focus on employee wellbeing and this is another area which she's been working on since joining. Once again, Hyatt is taking a broader approach and instead of just offering programmes that it hopes staff will use, it's looking to change the culture of how employees look after themselves and each other.

HYATT PORTFOLIO

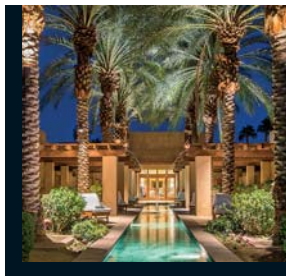
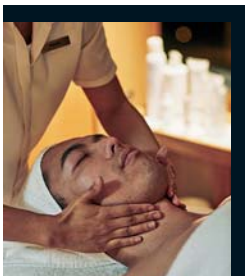
Hyatt Hotels Corporation has 20 upscale, upper-upscale and luxury brands in 60 countries which range from boutique properties with 50 rooms up to sites with 2,000 rooms.

The brands include:

Park Hyatt, Miraval, Grand Hyatt, Alila, Andaz, The Unbound Collection by Hyatt, Destination, Hyatt Regency, Hyatt, Hyatt Ziva, Hyatt Zilara, Thompson Hotels, Hyatt Centric, Caplion by Hyatt, Joie de Vivre, Hyatt House, Hyatt Place, Tommie, Hyatt Residence Club and Exhale



Hyatt's dedication to wellness permeates all 20 brands including Exhale (above), Hyatt Regency (below right) and its World of Hyatt members



"Last year we spent a good deal of investment to pilot full immersion programmes in about 20 hotels looking at how colleagues can better manage their energy, how they feel, fuel and function, in work and life," explains Kyricos. "We learned a lot and this will fuel our plans for 2020. We'll be working closely with our internal HR team and looking to include things like assessment tools that individuals can access to take an audit of their own wellbeing and we'll give them the tools and resources to positively impact on certain aspects of their health."

"We've already taken 830 leaders through their own personal audits, at our leadership summit so they can identify what wellbeing means to them. This might sound silly to some degree, but if you're trying to change a company's DNA it needs to come from the top down and bottom up."

Spas are a linchpin

With wellness now growing way beyond the four walls of spa into every aspect of a hotel, some industry experts feel hotel spas are starting to lose their way, while others are being overlooked. So how does Kyricos,

whose background is firmly in the spa camp, feel about this? "This is a passion point of mine," she says. "Even though wellness is extending to other parts of the hotel, I still very much believe that spas are a linchpin to connecting consumers with wellness and wellbeing at a hotel level."

Around a quarter of Hyatt's hotels have some kind of spa offering and their managers are supported by regional spa leads who work closely with Kyricos. Today, she sees her role being more of a supportive one than hands-on in daily operations. "Quite honestly, we've gotten very good at running spas. Now our opportunity is to elevate them across digital channels and increase awareness of all that they offer," she says, adding that things are going well for three of its most wellness-focused brands - Miraval, one of the original US destination spas; Exhale, a movement, fitness, spa hybrid; and Alila, an Asia-based boutique chain which Hyatt acquired under the Two Roads Hospitality portfolio in late 2018.

"Miraval has opened its second property in Austin and is refining operations - I was there a couple of weeks ago and it's doing ▶

INTERVIEW

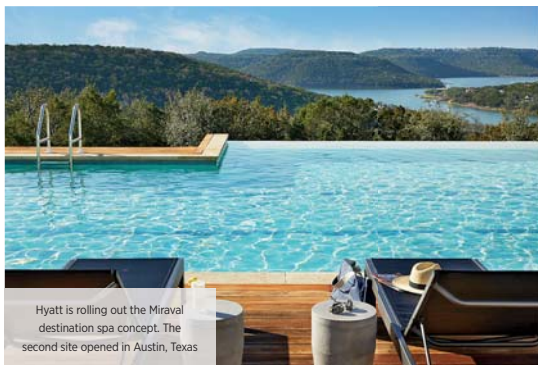
► magically well, really picking up. It's now very focused on expanding to its third location in Lenox, Massachusetts this year. I like to remind people that there's a reason Miraval competitors are typically single-unit operations that have been around for 30 to 40 years – because replicating that isn't like a typical hotel pipeline.

"Exhale is continuing to grow and has just opened another location in New York City, so it now has 21 sites in its portfolio. It also offers complimentary Exhale On Demand video content at select hotels in the US.

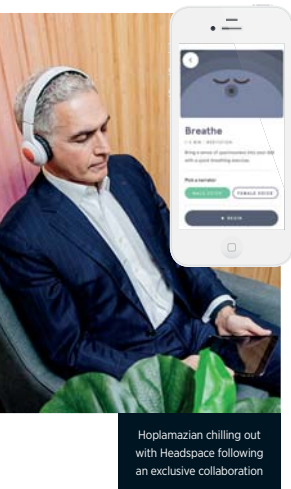
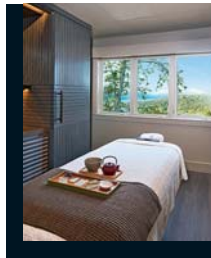
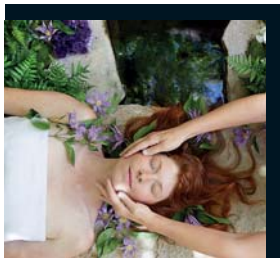
"Alila is an incredible brand which doesn't really need to be touched. It supports Feel, Fuel and Function out of the box and has been purpose-built with the wellbeing of people, planet and community in mind. It has incredible equity in the Asia region and we're now looking at how we can expand it towards the west."

Shifting share

Having paved a path for wellness and wellbeing, along with continually pushing Hyatt's position on this internally



Hyatt is rolling out the Miraval destination spa concept. The second site opened in Austin, Texas



Hoplazman chilling out with Headspace following an exclusive collaboration

and externally, Kyricos and her team, consisting of four people at present, are now focusing on initiatives across brands and regions to "help raise the tide". The two key areas in this respect – what Kyricos refers to as the 'big buckets' – are developing Hyatt's partnerships and working on its meeting products.

She says: "We're looking at how to bring partnerships to life that are aligned with our landmarks," she explains. "Whether that's working with specialists around emotional and mental wellbeing, which is Feel, or others affecting Fuel and Function."

As a case in point, Hyatt has just announced an exclusive collaboration with meditation and mindfulness app provider Headspace, which has nearly 60 million users in 190 countries. The relationship will provide mindfulness exercises, guided meditations and sleep content to the corporation's employees, corporate customers and guests. Kyricos says they've also been vetting other possible tie-ups over the last 12 months – "we've been highly selective" – so we can expect to see more coming down the line.

At some point this year, Kyricos hints at the launch of a new meetings package for Hyatt's corporate customers to make "meetings more well".

So, with all of this in mind, the question is can Hyatt put a value to wellness and what it means to the business commercially? "I get asked this a lot!" says Kyricos. "In some ways we have a greater runway because wellbeing is so intrinsically tied to who we are, but we will be measuring it over time. What I can say is that we're finding that it's shifting share – whether you're a guest, customer or even a colleague. As more people keep hearing about our commitment and developments, they're typically choosing us over other companies because we stand to care for their wellbeing more than the next guy. And right now, our overall focus is our purpose of care." ●



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spa business uniting the world of wellness



Many initiatives at Rancho La Puerta already support multiple SDGs

Everyone's talking about... Sustainable Development Goals

What are the UN's Sustainable Development Goals and how do they apply to the spa and wellness industry? Kath Hudson reports

According to the United Nations (UN), the world population more than doubled between 1970 and 2019, jumping to 7.7 billion. By 2050, it's expected to reach 9.7 billion, so it's crucial for global resources to be preserved and better managed.

As a result, in 2015, 193 heads of states voted to implement 17 Sustainable Development Goals (SDGs) by 2030. Blueprints to achieve a better and more sustainable future for everyone, the SDGs address the global challenges we're facing: poverty, health, education, gender equality, sustainable cities and climate action. The goals interconnect in order to leave no one behind, recognising that ending poverty and other deprivations must go hand in hand with improving health and education, reducing inequality and tackling climate change.

As it's already been four years since the UN voted to implement the goals, the spa industry has been slow on the uptake. Surely, it's important for a sector that's devoted to wellness to step up?

While SDG 3 – good health and wellbeing – is the most relevant to the spa industry, there are many others the sector can address including quality education and gender inequality.

Initially, the SDGs might look daunting, but it's important for every person and business to play their part in the global crisis.

In the words of archbishop Desmond Tutu: "We are living in a historic moment. We are each called to take part in a great transformation. Our survival as a species is threatened by global warming, economic meltdown, and an ever-increasing gap between rich and poor. Yet these threats offer an opportunity to awaken as an interconnected and beloved community."

Doing good business can also be positive to the bottom line and is in step with what many consumers, particularly millennials, want. According to a study by JW Thompson Innovation Group a new economy based around the SDGs could be worth US\$12tn and create 380 million jobs.

So what SDGs are particularly relevant and how should operators, suppliers and other businesses go about implementing them? We ask the industry.



Kath Hudson is a regular contributor to *Spa Business*
■ kathhudson@leisuremedia.com

The United Nations' 17 Sustainable Goals

- | | | |
|----|--|---|
| 01 | | No poverty |
| 02 | | Zero hunger |
| 03 | | Good health and well-being |
| 04 | | Quality education |
| 05 | | Gender equality |
| 06 | | Clean water and sanitation |
| 07 | | Affordable and clean energy |
| 08 | | Decent work and economic growth |
| 09 | | Industry, innovation and infrastructure |
| 10 | | Reduced inequalities |
| 11 | | Sustainable cities and communities |
| 12 | | Responsible consumption and production |
| 13 | | Climate action |
| 14 | | Life below water |
| 15 | | Life on land |
| 16 | | Peace, justice and strong institutions |
| 17 | | Partnership for the goals |

Andrew Jacka chair, Asia Pacific Spa & Wellness Coalition

During our round table meeting last year it was resolved that the Asia Pacific Spa & Wellness Coalition (APSWC) should partner with the Agricultural and Food Marketing Association for Asia and the Pacific to develop and implement a SDG endorsement programme which is relevant for the spa industry.

To this end, we've gathered feedback from spas and suppliers across the region to create a collective document with spa-relevant sub goals which will be a practical tool for the industry, from the industry. We expect to release the final list in advance of our next annual gathering in Vietnam in July.



Although there are only 17 SDGs, there are nearly 200 sub goals, so the document is fairly daunting. Given that it was drafted and signed off by governments, the language used is very corporate, so at first glance a small business operator may not see how they can do anything. Much

We've created a collective document with spa-relevant sub goals which will be a practical tool for the industry

of it is big picture stuff and hard to embark on, but, we all have a part to play in creating a sustainable future, so it's about taking small steps forward and slowly chipping away. I advise looking at the specific sub-standards, choosing one which works and making some changes. Cutting down on plastic use is an obvious place to start and something that we can all do.

There's serious money to be saved when you look into the sustainability of business practices, however it's not

just about money, it's also about being more inclusive and improving the standards for staff, which in turn will aid staff retention. It's also about each person accepting responsibility for their own actions and doing the right thing by living in a sustainable manner, rather than living excessively and abusing the limited resources of the world.

■ Andrew Jacka has chaired APSWC since 2015 and is also MD of Bangkok-based consultancy Spa Origins

Davide Bollati president, Davines Group

The spa industry could play a key role in many areas of SDGs. While we should all aim to contribute to the highest number, SDG 3 is where it can directly play a special role, helping people to regain balance through stress relief management and longevity programmes.

The industry can also contribute to democratising wellness. Initiatives like Global Wellness Day ensures a focus on these themes and offers tips which everyone can embrace. This also contributes to SDG 4 (quality education) and SDG 17 (partnership and goals). Partnering can imply selecting brands and suppliers which prove to be aligned with a sustainable and ethical vision, up to gaining B Corp



certification which recognises businesses that balance profit with people and the planet.

Measuring your carbon footprint is the first step towards improvement, which everyone can do via <https://www.footprintcalculator.org>. Then it's necessary to translate all this into actions to limit the footprint, and if needed,

It's now clear that sustainability is not only a reputation stance, but has a positive impact on the whole business

compensate for it. This could include using renewable energy; the reduction/reuse/recycling of plastic; selecting products which are formulated, manufactured and packaged in a conscious, sustainable way; or contributing to offsetting initiatives.

Regarding SDG 6 (clean water and sanitation), it might be hard to take direct actions, but it's easy to sponsor non-profit organisations which bring clean water to underprivileged countries.

It's now clear that sustainability is not only

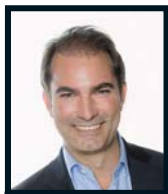
a reputation stance, but generates a positive impact on the whole business. Several recent studies report global investors do not even consider a company which does not present a sustainable medium-long term plan and the younger generations have made sustainability one of the main reasons to choose one brand over another.

■ Davines Group is the parent company of Comfort Zone skincare, is B Corp certified and runs numerous sustainable and CSR programmes

Jean-Guy de Gabriac co-chair, GWI initiative: Supporting the UN's 17 SDGs

The SDGs present a fantastic opportunity to not only rethink operations, but to increase the value proposition of spas, moving away from the reputation of luxury and making them a valued resource in the community, promoting healthier lifestyles and wellness for all.

Consumers want to see businesses taking action on the environment and those who don't get on board will get left behind. A recent study at Yale and George Mason University found consumers want to know what businesses are doing to limit their carbon footprint, emissions, water usage and damage to the earth. A study by RSM found



that 70 per cent of millennials – a consumer group projected to spend up to US\$1.4tn this year – indicated a willingness to spend more with brands which support causes or operate using business models which align and resonate with their own eco values.

This is the time for spas and the industry to take a stand:

Consumers want to see businesses taking action on the environment and those who don't will get left behind

ban single-use plastic; reduce, re-use and recycle; be more inclusive regarding guests with disabilities; develop effective heat and water experiences, with a light footprint on the environment and a positive impact on the bottom line. Instead of focusing on selling treatments by the hour, we should be developing wellness programmes which encourage guests to invest in themselves and feel empowered to adopt healthy habits.

There are a number of ways spa and wellness operators

can get started in working for the planet, such as allowing their therapists to work with disadvantaged communities as part of their contracted hours; taking the Green Spa Network's Pledge for the Planet (and acting on it) and committing to adhering to the eight principles of environmental sustainability.

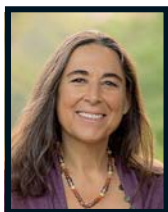
■ As well as his work on the GWI SDG initiative, De Gabriac is CEO of spa consultancy Tip Touch and founder of World Wellness Weekend

Sarah Livia Brightwood president, Rancho La Puerta

One of the key principles in nature is reciprocity. Life begets life and our existence is made possible by much greater circles and cycles of elegant reciprocity. Many of the SDGs recognise these interconnected, mutual, self-renewing cycles and this is also a founding principle of Rancho La Puerta.

By caring for our family of employees and their children; the town they live in; the air they breathe; the food they eat and the water they drink, we have transformed their communities with their participation. In turn, they care for our guests with graciousness and dignity.

Our guests know we have invested our resources, time and vision in preserving land,



recycling water, reducing waste, supporting a robust workplace wellness programme. We also provide continuing education and a multitude of training programmes to our staff in house and our non-profit arm, Fundación La Puerta, educates thousands of local school children every year. These programmes in

By caring for our family of employees and their children... In turn, they care for our guests with graciousness and dignity

environmental education, nutrition, community gardens, social and emotional learning, fire prevention and meditation are our way of giving back to this community which has supported us for 80 years.

Five years ago, we updated our mission, vision and values statement. Employees were asked about their personal values and what they understand the founding philosophy of the Ranch to be. The result made my heart sing: 'To inspire leadership, the pursuit of health, and planetary wellbeing in our

guests, employees, and community'. The values and practices that they determined were needed to embody this vision are: health, respect, authenticity, innovation, honesty, commitment and altruism. Faithfully incorporated by any business, these values naturally encompass and affirm the 17 SDGs. ●

■ Brightwood joined Rancho La Puerta in the 1980s. The famous retreat was created by her parents Edmond and Deborah Szekely in 1940



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spa business uniting the world of wellness

winter WONDERLAND

If you want to deliver a hot and cold experience as part of your wellness programme, adding a snowroom will introduce a delightful and more gentle form of cold therapy, as **Sara Brenninger** explains



Real snow is a magnet," says Sara Brenninger, product manager at snow specialist, TechnoAlpin. "Our beautiful and dramatic snowrooms are typically used in combination with a sauna to create 'contrast therapy' which stimulates the body with extreme temperatures, going from up to +90°C in the Finnish sauna, down to -10°C in the snowroom.

"Operators who install snowrooms benefit from a new and attractive treatment. Moreover, the snowroom not only makes guests feel great, it also looks amazing," she explains.

"Hydrotherapy has been practiced over the centuries, enabling people to benefit from the effects of hot and cold, but being immersed in cold water after a sauna can be uncomfortable and for some it cannot be practiced due to the risk of thermal shock," says Brenninger.


"Nevertheless, the cool-down phase is essential to achieve the benefits of hot and cold contrast therapy, so we set out to create a way to deliver the cold element that's more pleasurable – the result is the TechnoAlpin snowroom.

"The most revolutionary aspect of the snowroom is the delivery of 'dry cold'," she says, "even if the temperature drops 100°C, from +90°C to -10°C, there's no temperature shock but simply a gradual cooling down.

"Deep breaths refresh the lungs and over a few minutes the body cools down step by step and from head to toe," she says.

"The TechnoAlpin snowroom delivers a very healthy, comfortable cold," says Brenninger, "although people who desire a more intense effect can grab some snow and massage it to the skin to intensify the effect."

With cold treatments gaining in popularity, how does the TechnoAlpin snowroom compare with other options, such



TechnoAlpin's dry snowroom gives a gentle cold which is more appealing than a plunge pool when it comes to delivering hot and cold treatments





How big?

Snowrooms
are typically

5m²
to
20m²



How cold?

Temperatures
inside a
Snowroom
range from
-5°C to -10°C

What's it made of?

TechnoAlpin's
snow is made
from only pure
water and air



Snow making

Fresh snow is
produced every
night so the
room is ready
for guests in
the morning



The dramatic snowroom, with beautiful mountain view, at Hotel Quellenhof, Austria

We've installed more than 100 snowrooms to date, which proves the concept is working

► as cryotherapy, where the body is exposed to extreme temperatures of -110°C and less?

"Cryotherapy offers a rather medical approach, with specific therapeutic goals and should always be supervised," says Brenninger, "whereas the TechnoAlpin snowroom is a spa application, used to deliver an immediate feeling of wellbeing and relaxation.

"In addition to the health benefits it creates a playful experience with snow for guests," she continues.

Health benefits

Being exposed alternately to heat and cold helps to train blood vessels and the cardiovascular system, as blood vessels dilate with heat and contract with cold. The repetition of hot and cold cycles also has a similar effect as physical exercise in boosting metabolism.

Cold strengthens the immune system and reduces inflammation and pain meaning aching muscles and joints can be cooled with snow to relieve pain.

"As sporty people know, the body recovers much more quickly from intense exercise when exposed to cold," says Brenninger, "so 10 minutes in the snowroom and a short and vigorous

rubbing with snow will help this process by decreasing lactate levels in the body.

"When it comes to operations, snowrooms are easy to manage," explains Brenninger. "Snowrooms come in a choice of attractive interior designs and are easy and cost-effective to maintain. There are no issues with hygiene, due to the low temperatures, and the system runs an automatic programme to create snow and defrost, making them easy to use."

Why TechnoAlpin?

"We've been the industry leader in the snowmaking business for 30 years," explains Brenninger, "and even after all these years, we're still constantly improving our technology to stay at the leading edge.

"We're operating in more than 50 countries and offer worldwide service, which is crucial for our customers.

"We've installed more than 100 snowrooms to date, which proves the concept is working and customers trust in our quality and service. We offer a 360° solution, from planning from installation to after-sales service.

"Snowrooms are the most appealing cold treatment a spa can offer, boosting the sauna experience to its maximum." ●



"We decided to install two snowrooms, because we want to offer our guests something special. With this attraction we're able to differentiate from other facilities. We now have snow throughout the whole year!"

Markus Fuchs, general manager, Fitnesspark National, Lucerne, Switzerland



"We wish to delight our customers with extraordinary experiences. The snowroom is something special and fits perfectly into our spa"

Erika and Bruno Moser, owners, Hotel Weinegg, Italy



"One of our highlights in the resort is the state-of-the-art, iconic snowroom which gives our guests a valuable and memorable experience – a feeling like a dream coming true. Guests enjoy the beautiful snow crystals. The design is very classy and entering into the snowroom feels like being in a magical world that's kaleidoscopic and picturesque, which surely boosted our business"

George Fares, director of engineering, Jumeirah Zabeel Saray, UAE



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spa business uniting the world of wellness



Spa Foresight™ is published annually in the *Spa Business Handbook*

Top 20 predictions

- 1 Climate Emergency
- 2 True North (and South)
- 3 Altitude Rooms
- 4 Olfactory Therapy
- 5 Gen Alpha
- 6 Swaddling
- 7 Rocking
- 8 Vibration Therapy
- 9 Outdoor Spas
- 10 Co-Working Spaces
- 11 Brain Optimisation
- 12 Stress Programmes
- 13 Train Like an Athlete
- 14 Forest Bathing
- 15 Dementia
- 16 Amplified Workouts
- 17 Reverse Ageing
- 18 Eating Flowers
- 19 Spa Circuits
- 20 Leon Chaitow

Spa Foresight™

What's going to have the biggest impact on spas in the future? *Spa Business* outlines the trends, technologies and strategies that are coming down the track



STOP EARTH DEATH

1. CLIMATE EMERGENCY

With 200 species becoming extinct every day, the world is facing an existential crisis. Unless all parts of society and all nations take heed, we're heading for the sixth mass extinction, the breakdown of all natural environments and the end of our civilisation as we know it.

We've placed the Climate Emergency at the start of our Spa Foresight for this year, as all other trends, policies and opportunities must now be defined by it.

We must ensure energy is the first thing we consider before any new spa or wellness infrastructure is built, by creatively examining the options for generating clean power, establishing how much can be generated and only then considering what can be built with what we have.

The aim is to be carbon positive before governments force us to be. We must also cut back on waste, carbon-based materials and carbon-generating activity.

POPULATION SHIFTS

2. TRUE NORTH (AND SOUTH)

As the world warms, parts of the planet will become uninhabitable. There are already areas of India, for example, that were previously fertile, but are now becoming unfit for human habitation.

Climate experts at the Massachusetts Institute of Technology say even if we succeed in cutting carbon emissions, parts of India will become so hot they will test the limits of human survivability.

As we enter this phase, people will move away from the equator, to places where water is more plentiful and the more extreme effects of climate change can be avoided. It's expected that there will be more than 100 million climate migrants across the world by 2050.

We believe that with accelerating climate change, long-sighted investors will look to areas away from the equator where the climate is more stable, and where there are plentiful, renewable energy sources and sustainable water supplies. Land in many of these places is currently less costly, so businesses taking a long-term

view will look for natural settlement locations and purchase land banks in these locations to future-proof their businesses.

Investment in areas where volatile weather is causing havoc and the longer-term climate prognosis is poor will see investment shrinking as opportunities diminish and risk increases.

As the world warms, parts of the planet will become uninhabitable and people will move away from the equator

SHUTTERSTOCK/PERFECT LAYTONES



HIGH EXPECTATIONS

3. ALTITUDE ROOMS

Altitude training has long been used by elite and professional athletes, but now this powerful amplifier is becoming more available to wider populations, and we expect the spa and wellness industry to embrace it going forward – for both exercise, acclimatisation and active recovery.

Training or recovering in an oxygen-depleted environment prompts the body to increase red blood cell count and improve performance.

Hotels are building altitude rooms for athletes, and we believe spa resorts can follow suit, offering altitude rooms at a premium, to enable guests to get fitter while they sleep.

MAKING SCENTS

4. OLFACTORY THERAPY

Spas have long tapped into the senses for curative purposes, and we think a new olfactory diagnostic tool, being used at Borgo Egnazia in Italy by aromatherapy expert and psychologist Luca Fontana, will start a trend.

Fontana has created four custom-blended oils and – in one-to-one guided sessions – uses these to evoke memories, which are then analysed. The results are used both for a personal lifestyle consultation and to prescribe wellbeing interventions. Borgo Egnazia has developed a happiness retreat around this approach.



Generation alpha will be 2 billion strong and have a focus on wellbeing

NEXT GENERATION

5. GEN ALPHA

We're watching trends in generational marketing and looking at how this will impact the spa and wellness industry.

The latest generation on the radar is gen alpha, which began in 2010.

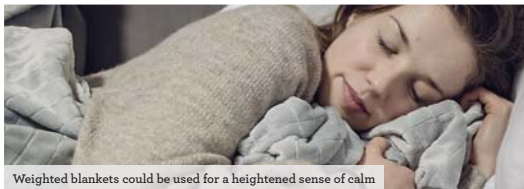
More than 2.5 million members of this generation are currently being born each week, and when complete in 2025, gen alpha will number a staggering 2 billion people across the world. This will make it the biggest-ever generation.

All evidence suggests that wellness will be a huge priority for members of gen alpha, who are following in the

footsteps of their gen Z parents – the first generation to prefer a green smoothie to a pint of beer and a pilates class to a night in front of the TV.

Gen Z, the children of the millennials, are being raised by parents committed to healthy living who are passing these habits on to their kids, so we can expect the current boom in wellness to continue.

SHUTTERSTOCK/KIMENA ROQUEIRO



Weighted blankets could be used for a heightened sense of calm

BLANKET APPROVAL

6. SWADDLING

Anyone who's seen how peacefully a baby sleeps when swaddled in a blanket knows being wrapped up tight can help instill a sense of calm and aid sleep.

Parents have used this technique for thousands of years, from the ancient Greeks and Romans to Native Americans, and scientific studies also prove the effectiveness of swaddling.

We believe there's something in this for spas – deep relaxation experiences could look at how customers are wrapped to enhance the sense of tranquility.

Weighted blankets deliver this experience too. Not to be confused with thicker quilts, they're designed to spread an even pressure over the entire body. Based on the principles of deep touch pressure stimulation, they're designed to relax the nervous system by simulating the feeling of being hugged,

which in turn increases serotonin and melatonin levels while reducing cortisol.

Once a tool of therapists and psychiatry clinics and used to treat everything from sensory disorders to PTSD, weighted blankets have gone mainstream – there's even one for dogs to wear in thunderstorms.

They're seen as a way to improve sleep, mood and relaxation and could be used in treatments or relaxation areas to create a heightened sense of reassurance.

THAT'S THE SWAY

7. ROCKING

Scientists from Switzerland are adding to evidence which shows that rocking improves our sleep quality.

Research by the University of Geneva shows people lying on a bed that rocked fell asleep more quickly and experienced less REM sleep, which is indicative of lighter sleep cycles. In additional tests, they also had better memory function in the morning.

We predict that more operators will look into this as evidence grows and the sleep health trend continues. Indeed, innovative suppliers such as Klafs, Living Earth Crafts and Clap Tzu already offer beds and loungers that sway.



SHUTTERSTOCK/LUCY WU

TUNING IN

8. VIBRATION THERAPY

Vibration treatments have long been known to have powerful effects on bone density and muscle strength, with academic papers showing how they simulate exercise and impact.

With an ageing population and time-poor consumers, vibration therapy is increasingly being recognised as a powerful way to supplement workout regimes and wellness programmes.

We expect to see more spas offering vibration training and other therapies and for research proving the efficacy of these interventions to be extended into new areas of wellbeing.



The new sensory spa garden at Carden Park in the UK was created by Barr+Wray

GREEN GIANTS

9. OUTDOOR SPAS

In a recent study, researchers at Kings College London found that being outdoors, seeing trees, hearing bird song, seeing the sky, and feeling in contact with nature are associated with higher levels of mental wellbeing.

As a result, we're seeing an increasing number of outdoor spa gardens being developed - even in places such as Scandinavia and the UK, where the weather isn't ideal for much of the year.

Combining thermal water with a tranquil, green space is a straightforward way for spas to expand, without breaking the bank by having to undertake expensive construction work to create indoor space.

Outdoor spas are also great for groups, and lend themselves to innovative programming, such as star-watching.

And those photos are great for marketing and social media - much more enticing than many treatment rooms.

PLAY AND WORK

10. CO-WORKING SPACES

The growth of startups and the gig economy have powered the development of co-working offices, where space is paid for by the 'seat' on rolling monthly contracts.

The sector is increasingly competitive, with operators offering ever better facilities to gain a competitive advantage.

Some, such as WeWork, with its Rise by We wellness concept and Industrious, which has just done a deal to co-locate with fitness operator, Equinox, boast a range of spa, wellness and fitness spaces.

But just as co-working providers are adding wellness facilities, so we expect spa and wellness operators - especially those in urban areas - to start to add co-working offerings. After all, what better place to work than within a healthy and supportive wellness environment?



We think there will be a sharp rise in wellness-friendly co-working spaces - whether in spas or as standalone facilities, as the industry continues to look for new ways to sweat its assets, find new revenue streams and create more of a membership base.

Spas could take inspiration from co-working space operator Industrious and its working environments

SMART TREATMENTS

11. BRAIN OPTIMISATION

Medical facilities, such as New York's Blum Center, are starting to offer brain optimisation treatments, and we believe this innovative modality is ripe for integration into spa, wellness and medi spa operations.

Blum, for example, has partnered with Field, a firm that specialises in neuromodulation methods – such as magnetic stimulation, sound or visual signals, breathing and heart rate training – to help with stress reduction, improved executive functioning, greater creativity and more.

An initial in-depth analysis of a client's brain using multiple EEG tests costs US\$795 (€707, £635).



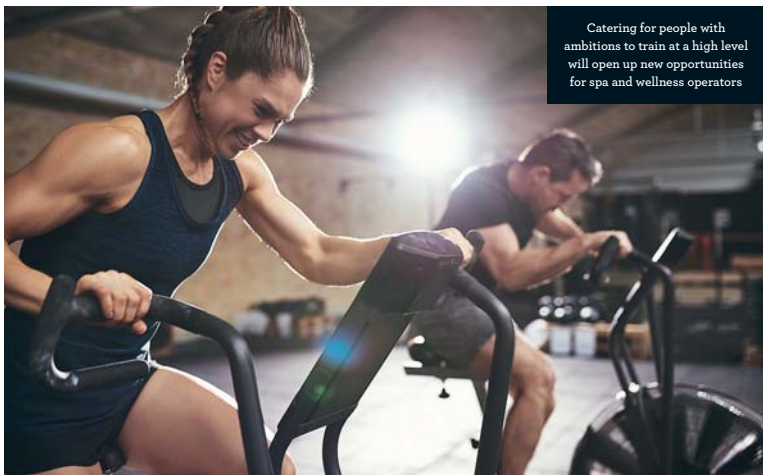
SHUTTERSTOCK/PHOTO

THE NEW DETOX

12. STRESS PROGRAMMES

While detox programmes used to be seen as a major USP of spas, especially wellness destinations, we're seeing this need being superseded by retreats that address stress and burnout.

Whether it's executives, creative professionals struggling with life-work boundaries or parents juggling careers and children, more customers are visiting spas for stress-busting packages.



SHUTTERSTOCK/FLAMING IMAGES

Catering for people with ambitions to train at a high level will open up new opportunities for spa and wellness operators

TAKING IT UP A GEAR

13. TRAIN LIKE AN ATHLETE

Social media, specialist TV and the growing professionalism of sport has given star athletes huge reach, enabling us to understand their training and nutrition programmes as never before and driving a trend we're calling 'Train like an Athlete'.

Ambitious spa and wellness consumers are starting to demand support in

ramping up their training regimes to emulate their sporting icons.

The trend will be boosted by the growing expertise of personal trainers, exercise professionals and sports scientists who are building careers in the wellness industries, giving customers access to support with technique and motivation.

The trend will impact the wellness industry in areas such as the specification of exercise equipment, gym floor layout, programming, marketing and endorsements.

It will enable wellness operators to attract more sportspeople as customers and will bring some of the determination, stoicism, discipline and energy of sport into the industry.

We expect spa and wellness operators to increasingly offer Train like an Athlete retreats and to also target sportspeople as customers. The 2019 Global Wellness Institute research topic is physical activity, a market is says is worth US\$828bn, indicating the industry's increasing focus on this area.



SHUTTERSTOCK/SENTH

Spending mindful time in the forest has been shown to reduce blood pressure, lower cortisol levels and improve memory

SHINRIN-YOKU

14. FOREST BATHING

The Japanese have known for years that spending time in the forest is good for body and soul – the government introduced the practice of shinrin-yoku, or forest bathing, to the country's health programme in the 1980s as a way to help over-stressed workers, and an estimated 5 million people take part in the practice.

Studies have shown that spending mindful time in the forest, using all five senses, can reduce blood pressure, lower cortisol levels and improve memory. Scientists also think phytoncides, a chemical released by trees and plants, helps boost the immune system.

Now the practice is gaining followers around the world – Kate, Duchess of

Cambridge, revealed a garden design at the 2019 Chelsea Flower Show inspired by shinrin-yoku, and doctors are being urged to include forest bathing in a social prescribing initiative to treat stress.

So it's no wonder we're seeing more and more forest bathing experiences in the spa world – from Center Parcs' forest spa concept to Aromatherapy Associates' new Forest Therapy collection. Spas can easily embrace the idea, adding in programming that takes advantage of local woods or bamboo groves with the guidance of an expert, or incorporating the scents, sounds and elements of a forest in their design or treatment menu.

MEMORY LANE

15. DEMENTIA

New studies have shown that frequent sauna bathing can reduce the risk of dementia and Alzheimer's. And other recent studies have found that a healthy lifestyle – including physical exercise, keeping fit and eating a balanced diet – can help offset a person's genetic risk of dementia by as much as 32 per cent, and help improve memory function and maintain a healthy brain as we age.

These are all things that spas can help to promote – and they're reasons why spas will be increasingly important in retirement communities and other healthy ageing initiatives. The baby boomers are getting older – and are looking for solutions.

BEATING TIME

16. AMPLIFIED WORKOUTS

A number of workout options are being driven by time-poor consumers looking for fast fitness solutions.

These include things such as electrical muscle stimulation (EMS) training, the cooling- and compression-based Vaspar System of HIIT workouts and blood flow restriction (BFR) training.

All amplify the effects of exercise, so sessions are shorter and results faster. Some need supervision due to the stresses placed on the body.

LIVE YOUNGER

17. REVERSE AGEING

Although nothing can be done to stop the clock on our chronological age, we now know how to reverse biological ageing, so we can literally live in a younger body with the benefits that brings.

Work by Nobel Prize winner Dr Elizabeth Blackburn and health psychologist Dr Elissa Epel found telomeres – caps at the end of chromosomes, which protect them from deterioration – can be lengthened to reverse physical ageing with good lifestyle – a plant-based diet, sleep and exercise.

We expect Reverse Ageing programmes to increasingly be offered by wellness businesses, to



SHUTTERSTOCK/ALBARTO70

We expect huge interest in reverse-ageing programmes from consumers

include testing and personalised programmes around nutrition, lifestyle, mind/body and recovery.

Testing to prove the efficacy of these interventions is becoming widely available due to the growth in wearables and well-tech, opening up new opportunities for working remotely with consumers.

PETAL POWER

18. EATING FLOWERS

As more people move to a plant-based diet, the spa and wellness sector is evolving new services and approaches to cater for the growing number of vegan and vegetarian customers.

Vegetable butchers, for example, are now working in a number of high-end food stores, preparing a wide range of vegetables in new and unusual ways and giving advice about the most tasty and nutritious ways to prepare them.

We believe this trend will to continue and broaden and that there will be a new trend towards replicating the 'nose to tail' philosophy of meat butchers with a new interest in eating all edible parts of

SHUTTERSTOCK/MIAMI BEACH FOREVER

Everything from dandelions to roses and honeysuckle can be eaten to add taste variety and nutritional value to a wellness regime



plants at all stages of their development, from the more traditional fare of seeds, roots and shoots to buds and flowers.

Eating flowers has a long history in certain culinary traditions, but we think this trend will become more mainstream. The range of foods available in the average supermarket is very limited when it comes to taste variety, so spas that

can grow some of their own vegetables, plants and herbs have a huge advantage when it comes to providing a point of difference, both against competitors and in relation to people's average day-to-day lives and the foods that are available to them. Flowers have subtle nutritional value and energy, and bring fresh flavours and colours to food.



Six Senses Bhutan is a series of five lodges spread across the remote kingdom

GETTING AROUND

19. SPA CIRCUITS

When Six Senses opened its Bhutan outpost in 2019, it consisted of not one resort, but five lodges spread across the remote Himalayan kingdom, each with their own design aesthetic – and their own spa. The idea is to offer different experiences at each location as guests take part in a 'Six Senses Journey'.

Lefay Resorts in Italy, known for its destination spa on Lake Como, has a similar idea; it's added a mountain location

in the Dolomites, and has its sites set on a third outpost in the countryside, so that guests can fully experience Italy by travelling between the resorts.

We predict we'll see more of this sort of thing. And while many spas may not have the budget for multiple outposts, creating a partnership with nearby spas, as the hot springs in Colorado have done, is an excellent way to pool marketing budgets and create a journey for guests.



REMEMBERING

20. LEON CHAITOW

Massage/bodywork is the engine room of the spa and wellness industry, and in our final Spa Foresight item this year we pay tribute to guru Leon Chaitow, who died last September, leaving an incredible legacy for the wellness industry and healing arts.

Chaitow graduated from the British College of Osteopathic Medicine in 1960 and worked tirelessly all his life, both practicing and teaching at chiropractic, physiotherapy, osteopathic, naturopathic and massage schools in Europe, the US, Canada and Australia.

Chaitow was the first naturopath/osteopath appointed as a consultant by the UK government to a medical practice and wrote or edited over 70 books.

We advocate his work and encourage spa and wellness operators to train their therapists in Chaitow's methods to raise standards across the industry and elevate therapists to a higher skill level. ●

SPA FORESIGHT™ Archive

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A playful tomorrow

Investing in children's facilities gives a spa and wellness offering a competitive edge, as well as helping the next generation achieve their potential, explains Mohammed Ibrahim, CEO of industry design and consultancy practice, The Wellness



The Wellness has created concepts for children's clubhouses to give spa and wellness developments a strong USP

“Albert Einstein once said “Play is the highest form of research”, explains Mohammed Ibrahim, CEO of industry design and consultancy practice, The Wellness. “My aim is to revive this philosophy and help our future generations develop and have fun, away from the stressful life we put them through.

“We want kids to be kids, learning without stress and enjoying life but how can we do this today? The high-tech life they live nowadays takes them away from the active, movement-filled life children used to live and creates a lot of problems with their social, visual and motor skills.

“It’s so important we give our children the right tools to adjust and stay healthy and socially intact. We must ensure we let them shine,” he says.

“When we talk about wellness for kids, we’re not talking about kids’ spas, we’re much more interested in how to help

guide our new generation to develop and cope with life challenges,” he explains.

Children's clubhouses

“The availability of children’s facilities – I’d call them children’s clubhouses – are a key consideration for consumers when choosing their next destination,” says Ibrahim, “so they should be a revenue generator, as well as offering what each parent seeks for their child and what each child needs.”

Ibrahim’s vision is to enable kids to re-learn the skills they’re losing due to modern life: “Our aim is to meet the needs of families and operators through a creative design approach that aims to make sure kids stay kids, but also learn while being active,” he says.

“Offering this kind of full experience that caters for children, while also giving parents the opportunity to ‘dream big’ in terms of their own wellbeing, is very important for spa and wellness operators.





Children's clubhouses The Wellness Blueprint

Mohammed Ibrahim outlines the elements of play needed to inspire kids to have fun and gain confidence.

Target age groups are toddlers, preschoolers and school-aged children. Each will have their own dedicated zones

Children
*are not things
to be moulded,
but people to
be unfolded*

Jess Lair

The complete experience

"Parents must also be relieved of worry about their kids' wellbeing and to know they'll be playing, learning, experimenting and developing," he says.

"My vision is for the creation of a kids club which is a complete experience – a place where children can grow, develop life skills and have fun, while creating a socially integrated community for all the family," says Ibrahim.

"When developing children's clubs, we take into account each location, the society and culture. This ensures we create every facility using a concept that's unique and special in every way – every time," says Ibrahim.

"Life challenges have a vital role to play in kids' everyday lives, it shapes them into healthy, happy adults."

The process

"When creating great children's clubs, the assessment process is very important. This is conducted using observatory play research, where experts establish the development needs of the target audience," explains Ibrahim.

"The most important aspects when designing any children's facility are this research and understanding the daily operational challenges. This enables us to create custom-designed solutions and enhancement programmes designed to respect each child's differences and visions."

● www.thewellness.ae



The active zone

The place where kids use their body to develop their strength and endurance and their motor skills to achieve higher levels of physical literacy and better health and vitality



The social zone

Here, kids learn behavioural skills, enjoy making friends, building their character and learning how to integrate with others and to deal with living successfully in society



Visual perception

These activities help the brain make sense of what the eyes see. Visual perception has been shown to be closely associated with language processing



Language development

Language development allows kids to learn how to express themselves by talking and making conversation, reading and storytelling, listening and expressing



Auditory perception

This developmental element involves listening and explaining what you heard. We use auditory perception to enjoy the theatre or cinema, get attached to a story and then express our opinion



Host venue Bishuiwan Hot Springs, China



Heated Debate

Hot spring owners and stakeholders gathered in China and Japan for the latest Global Thermal Think Tank events. Lisa Starr shares her highlights from Asia

There was a time, not that long ago, when treatments utilising water were considered essential to a spa experience. In the last decade, with the advent of the wellness movement and the advances in technology and equipment, it's no longer a central component. There are, however, locations where water still plays a starring and pivotal role – the thermal/mineral springs spa.

These businesses, which can seem few and far between in certain parts of the world, actually number approximately 35,000 globally according to the most recent Global Wellness Institute (GWI) research. Thermal and mineral spring spas are the keepers of time-honored bathing and communal traditions in their regions, attracting locals and tourists alike. In the last few years, as spa conferences move into the wellness realm, representatives of this specialised group have begun to gather annually in an event that has come to be known as G3T, or Global Thermal Think Tank.

"The primary impetus for starting the group was a desire to learn from bathing cultures of the world, and to do it together with other people who share a passion for hot springs," says Charles Davidson, founder of Australia's Peninsula Hot Springs, who originally set up the group

with wellness professor Marc Cohen. Davidson himself has allowed his passion to carry him to 51 countries since 1998 on what he calls 'hot springs research missions'. This year for the first time, the G3T group offered conferences before and after October's Global Wellness Summit in Singapore – one in China, the other in Japan.

Chinese whispers

At the pre-summit event in Guangzhou, China, the host hotel Bishuiwan Hot Springs rolled out the red carpet for more than 40 attendees of the two-day conference. Simultaneous translation was offered for the presentations from government officials, scientists, doctors, and thermal spa operators on a variety of relevant subjects.

Zhang Yue, secretary general of the China Hot Spring Tourism Association, gave some insights into the hot springs market in the country. He says that much effort, and expense from the government – almost CNY71bn (US\$10.1bn, €9.1bn, £7.7bn) – has been put into the development of hot springs tourism, with impressive results. One location in Chongqing had 40,000 visitors in a day! China has approximately 2,500 hot springs locations, many of which target the luxury market and some that are also able to host conferences and provide entertainment.



A national panel, including Zhang Yue (first right), gave insights into hot springs in China

Up to 40 hot spring leaders attended to learn about bathing cultures of the world

欢迎参加全球温泉产业智库头脑风暴峰会的各位贵宾
Welcome the Guests Attending the Global Thermal Think Tank Event!



However, Zhang says there's a gap in the market to develop locations with middle and lower-end pricing as well, so that locals can also participate – one facility even has a price of CNY20 (US\$2.90, €2.60, £2.20) a day.

Some hot springs operators in China are working with local hospitals, and others are piloting the inclusion of Chinese medicine practices alongside thermal bathing. However, Zhang remarks that these efforts are in the early stages, and they recognise the challenges in combining recreation with true therapy.

Economic focus

Mark Hennebery, CEO of Ensana Hospitality, a brand of Danubius which operates 26 thermal/mineral hotels and spas across Europe, shared some economic data reflecting the health of the industry. This included an exciting project in the UK spa town of Buxton, a development that's costing nearly £70m (US\$91.7m, €82.4m) and creating 100 jobs.

In Bath, England, the refurbished Thermae Spa attracts 260,000 visitors a year, while YTL's Gainsborough Hotel,

*Almost US\$10bn
has been spent on hot
springs tourism and
development in China*

which also taps into natural thermal waters, created 120 jobs. Hennebery also shared that Davidson's Peninsula Hot Springs has created 330 direct jobs, sees 440,000 guests per year, and has spurred AU\$50m (US\$33.7m, €30.7m, £30m) in development. Hennebery commented that these improvements bring additional benefits beyond economic to a region: "Modern days see the isolation of individuals, but hot springs bring them back together, and bring new life to old buildings."

Ingo Schweder, CEO of GOCO Hospitality, discussed the complicated topic of valuation of hot springs resorts, using his own company's acquisition of Glen Ivy Hot Springs in the US as an example. Glen Ivy has been

In Japan, a government-backed initiative called Shin-Toji encourages hot spring bathing



► operating since 1860 and has more than 200,000 annual visitors. Operating revenues from 2019 were predicted to reach US\$31m (£27.9m, £23.7m), with a 35 per cent margin. But Schweder says investors want more added value, so Glen Ivy is adding 50 hotel rooms, and 245 housing units. But it's only been able to do this because it's got strong financials – 80 per cent of visitors are repeat guests and this has created a stable business model, allowing Glen Ivy the financial opportunity to also be part of the burgeoning wellness real estate industry.

Shin-Toji scheme

Days before the post-summit gathering in Japan, the venue was forced to move to Shuzenji on the Izu Peninsula due to a typhoon threat. Unfortunately, that meant many government and association representatives were unable to attend.

However, industry leaders managed to make it and held lively discussions on the development of hot springs communities globally, as well as hearing about the latest research covering everything from balneology and exercise packages to the importance of nature therapy. There was also a call for industry and academia to work more closely together to create an evidence-based explanation on the benefits of bathing and water properties that Japanese onsen facilities can use to educate bathers.

Elsewhere, in the *2019 Spa Business Handbook*, Japanese researcher Tomonori Maruyama pointed out the hot spring potential in his country which boasts 12,860 thermal springs providing accommodation for more than 130 million guests.

He says: "An emerging opportunity for the spa and wellness industry in Japan is Shin-Toji, a scheme for encouraging a wellness lifestyle by spending time in hot spring regions while at the same time enjoying local foods, cultural

Hot springs are like lighthouses for regions. They attract people who, once at a destination, spend money on other activities

experiences, natural environments, picturesque scenery, beauty treatments and communication with local people.

"The Japanese Ministry of Environment launched Shin-Toji in April 2018, and 39 cities, 55 companies, 38 resort hotels, 26 tourism associations and 46 other organisations have already been participating as members now."

Lighthouses for communities

While the thermal/mineral springs segment of wellness, valued by GWI at US\$56bn (£50.4bn, £42.8bn), is one of the oldest wellness traditions, this market is continuing to grow and flourish, as operators realise the potential of this model, in a digital age, to provide connections between people and also communities. Davidson concludes: "Hot springs are like lighthouses for regions. They attract people who, once at a destination, spend money on other activities. The more we can encourage people to engage in conscious travel that is driven by the health and wellbeing association of hot springs, the greater the social, environmental and economic flow on benefits to communities." ●



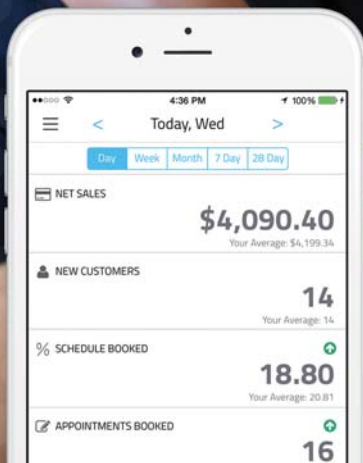
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spa business uniting the world of wellness

Material Differences

As a symbol of luxury, innovation and quality in the world of spa and hospitality, much of RKF Luxury Linen's success comes from its highly client-centric design process, says CEO Riadh Bouaziz

Growing up in Tunisia and holidaying with his family at hotels and resorts, Riadh Bouaziz – even from a young age – was captivated by how an atmosphere of luxury could impact a person's feelings and emotions. "It made me determined to work in the hospitality industry in some way, and spread these feelings of comfort and happiness to other people," he says.

Fast forward a few decades and that aspirational young boy is not only the founder and CEO of a French company serving the luxury hospitality and wellness markets – he's also regarded by his peers as an inspirational change-maker who has successfully elevated the design and manufacture of linen to a commercial art form.

With Bouaziz at the helm, RKF Luxury Linen was always destined to be so much more than 'just another product supplier' to luxury brands. It's



Riadh Bouaziz

grown into a sought-after partner for the creation of hospitality and wellness linen concepts that are unrivalled in their originality and attention to detail.

"Our partners are proud to be associated with RKF, because they know how our B2B reputation will enhance their own brand, and bring the customer experience to a whole new level," says Bouaziz.



Every design must tell a story – an authentic, captivating and enchanting story

The client journey

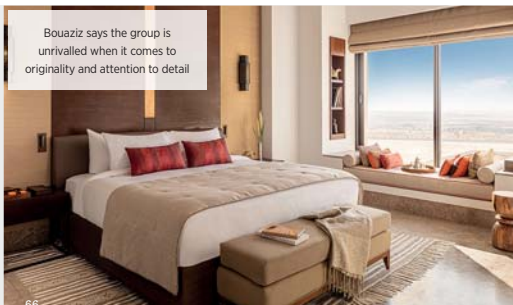
In addition to this, the RKF-client relationship has always been key, as "that's where the magic happens", says Bouaziz. "We love to be involved from the very beginning of a project, ideally even before the designers have been appointed, as we see linens as integral to the development of the interiors and overall customer experience.

"Every design must tell a story – an authentic, captivating and enchanting story – and that's what we set out to do on each project, paying homage to the past while creating a vision for the future.

"Before we even discuss the choice of fabrics or colours, our design team undertakes an in-depth period of research around elements such as the history of the building, its unique architectural forms, the landscape that surrounds it, etc," says Bouaziz.

For one high profile hotel project in London, Bouaziz was inspired by the undulating shape of the balconies, and for

Bouaziz says the group is unrivalled when it comes to originality and attention to detail





RKF has worked with 25,000-plus clients from fashion brands such as Guerlain to sheiks and celebrities

historical context, researched the fabric manufacturing processes and trends of the 60s - when the building was first erected. "Our site in Luxeuil les Bains is the oldest textile factory in Europe, dating back to 1834. This enables us to access archives to research the fabric processes of the time - to come up with something that's authentic, yet with a modern twist."

On another luxury project - this time a wellness retreat in a desert landscape - the RKF team researched the indigenous plants of the region and discovered a desert herb that only needs a few droplets of water each year to survive in an intensely arid environment.

So the team based their whole linen concept around this plant that, as a symbol of thriving life and resilience, fitted perfectly into the ethos of the wellness resort.



RKF is a leader in the luxury linen market, with unique, high quality materials that are appreciated by our clients, and fulfil our aim to offer them the very best. Lancôme and RKF have been partners for almost 20 years, and our projects have always been based on collaboration, flexibility, trust and a desire to innovate.

Karolina Abdelbary, Lancôme



Made in France

Celebrating its 20th anniversary in 2020, RKF has worked with more than 25,000 clients, from prestigious French palace hotels to five-star global hotel chains and many private projects for sheiks, princesses and celebrities.

In all that time, RKF has stayed committed to its 'Made In France' roots, investing heavily in research, development and manufacturing, so its clients can be confident in both the provenance and quality of its materials.

Three of its award-winning fabrics - DreamSoft®, Timeless® and MicroFeel® - are patented. And Bouaziz, who originally studied engineering in the northern France region where his empire now flourishes, says three new patents are pending this year.

The past two decades have seen explosive change and growth for RKF, and

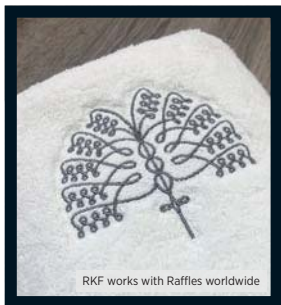
there are no signs of this slowing down. One recently signed contract is with the prestigious Raffles Group, which is in the process of redesigning all its global properties. RKF has joined the project at the ground level - so that linens for the restaurant, bedrooms and spa will be integral to the new Raffles look worldwide.

And this, of course, is just where Bouaziz wants to be. He says: "For so long, linens have been an after-thought in the hospitality and wellness design process. But RKF has changed the landscape of commercial linen, making it an essential starting point - something that delivers beautiful, sustainable concepts for our clients, and an unforgettable experience of luxury for their customers." ●

Contact RKF

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RKF works with Raffles worldwide

SPLASHING OUT

Molitor, the iconic and historic Parisian lido, is a popular haunt for locals following a stylish renovation and addition of a hotel, club and Clarins spa. **Magali Robathan** dips in to find out more



As a teenager, my Parisian mother used to go to Molitor on hot days to swim, sunbathe and eye up the other teenagers. Like many, the iconic art deco pool held a special place in her heart, which is why I was excited to visit it in its latest incarnation, more than half a century later.

The Molitor pool complex was inaugurated in 1929 by Olympic swimmer Johnny Weissmuller, who worked there as a lifeguard that summer and later starred as Tarzan in the Hollywood movies of the 1930s and 1940s.

In the years that followed, the swimming club – which consisted of a 46m outdoor lido and a 33m indoor pool – became the place to see and be seen. It hosted fashion shows and attracted celebrities, but also acted as a respite from the city for ordinary Parisians like my mother.

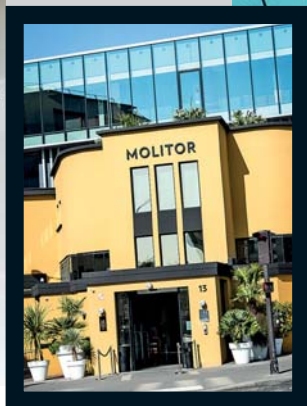
Molitor was designed by architect Lucien Pollet, who employed the finest craftspeople to create the

ironwork, terrazzo floors, mosaics, portholes and white railings that contributed to its cruise liner feel. The outdoor pool was surrounded by sun loungers, sandy ‘beaches’ and brightly coloured parasols. Bathing beauty contests and artist’s galas were held there and in 1946, French designer Louis Reard famously launched the first modern bikini there.

It began to fall into disrepair in the 1970s as renovations became more expensive and in 1989 the keys were returned to Paris City Council. The complex remained closed for two decades until Colony Capital, associated with Bouygues Construction and Accorhotels, was awarded a tender for its restoration – one that would respect its unique history but also bring in a contemporary style in a nod to the edgy street artists who gathered there when it shut down.

In 2014, the complex reopened under Accor’s MGallery brand. The pools had been demolished and rebuilt true to original designs and with colours, mosaics and balustrades all faithfully rerendered.

French designer Louis Reard famously launched the first modern bikini at Molitor



From the iconic warm yellow facade, to the colourful cruise liner feel, all aspects of the original lido have been meticulously restored

In addition, was a new 124-bed hotel with a restaurant, bright and open rooftop bar offering views of the famous pool and a chic and dramatic fitness club and 1,700sq m Clarins spa.

Sense of arrival

I arrived at Molitor after a busy day travelling around Paris to various meetings. It's location in the 16th arrondissement is slightly out of the way and it took me longer than expected to walk from the Metro station, so the sight of the building's iconic warm yellow facade was a welcome sight.

Club Molitor has its own entrance and reception; as I walked in from the busy city street I felt a real sense that I'd arrived at a destination. Everything about the place feels exclusive and very cool - the Jean-Philippe Nuel-designed interiors are bold and graphic, with navy walls, geometric patterns and flashes of the original 'tango yellow' facade picked up in the furnishings.

From the club's lounge area, you look out onto the iconic outdoor pool - heated to 28 degrees all year round - and it's an impressive sight. It was dark when I visited, and the pool was lit up, making it glow a vibrant turquoise. In the winter pool opposite, several

It's the magical pool at the heart of Molitor that really steals the show

swimmers were doing calm lengths, barely rippling the water's surface. Around the winter pool, the old changing cabins have been turned into mini art galleries, with a different contemporary artist given free reign to transform each one.

The pools, spa and fitness area are available for use by hotel guests, Club Molitor members and members of the public who have booked an Escale Molitor package at the Spa by Clarins - which starts at €280 (US\$312, £237) and includes a one hour treatment and access to the facilities. It's obviously a popular club; a steady stream of members arrived to check in while I was there, and the spotless, well-designed changing rooms were filled with people dressing and undressing and chatting quietly.

Lido-inspired spa

A lift takes you down to the subterranean Molitor Spa by Clarins, where the geometric vintage-style flooring in the spa's entrance creates a dramatic first impression.

This 1,700sq m facility, is one of the largest hotel spas in Paris. It has 13 treatment rooms, with beds by Gharieni, a hammam, sauna, sensory showers, a relaxation room, tea salon, hairdressers and barber shop.

FIRST PERSON

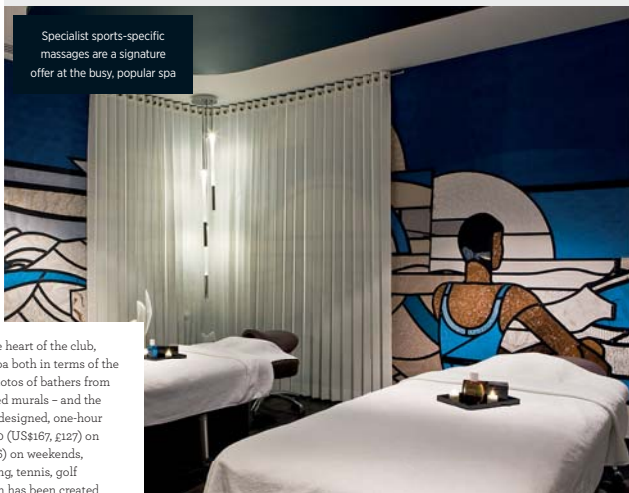


- Sport and swimming are at the heart of the club, and this carries through to the spa both in terms of the design – with black and white photos of bathers from Molitor's heyday and lido-inspired murals – and the treatments. A range of specially designed, one-hour sports massages, which cost €150 (US\$167, £127) on weekdays and €160 (US\$178, £136) on weekends, is based on running, skiing, boxing, tennis, golf and – of course – swimming. Each has been created together with a 'high-level sports ambassador' and targets specific muscles. The swimming massage, for example, focuses on the shoulders and was developed with French ex competitive swimmer Camille Lacourt.

I'd opted for the signature Massage Equilibre, a one-hour, €150/160 rebalancing massage with essential oils, using Clarins' Tonic Oil to stimulate the body and senses.

On arriving at the spa, I was welcomed in true Parisian style – polite, professional, but perhaps not as warmly as it could have been. In the spacious Tea Lounge, I relaxed with a detoxing tea taking in the stylish crisp navy and cream colour scheme, turquoise chairs and dramatic flooring continuing on from reception.

Specialist sports-specific massages are a signature offer at the busy, popular spa



The geometric vintage-style flooring in the spa's entrance creates a dramatic first impression

A friendlier therapist came to greet me and led me to my treatment room, which was also decorated in blue and white, with a lido-inspired mural-type wall covering. She immediately put me at ease, asking me lots of questions about whether the room was warm enough, where I hold tension, any injuries and what I was hoping for from the session.

She left me to get undressed and lie on the massage table, and when she returned she again checked that I was comfortable. The treatment began with hot flannels on my feet, and then a full body massage using warmed oils. My therapist was very attentive – checking if I wanted the table to be heated and what sort of pressure I wanted. She spent extra time on areas that needed more work, including my neck and shoulders – which get very tight from too much computer work – and the tops of my legs, which she told me afterwards had some water retention.

The treatment finished with a highly relaxing head massage and I was gently brought back round with some water before being led back to the reception area where I was given advice about aftercare. I felt lighter and energised – definitely needed after my long day in Paris.

In summary, my massage was extremely good, and the huge spa impressed me with its design and spacious feel, but it's the magical pool at the heart of Molitor that really steals the show and makes you feel you are somewhere special. ●



The 1,700sq m hotel spa is one of the largest in the city

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It's icelab's reliability and profitability that makes it stand out in the market, says sales manager Benjamin Bäurle



Keep your cool

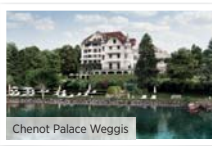
Spas can choose from a variety of experiences and concepts to offer guests, but the reliability of Cold Sauna icelab -110°C is what differentiates it as a wellness proposition, says sales manager Benjamin Bäurle.

Over the last 24 years, not a single icelab -110°C has been reported faulty due to technical reasons. The whole body cryostimulation cabin uses unique software for telemaintenance, and state-of-the-art product set-up assures the utmost consistency. Plus its electric system fulfills the highest German engineering standards. Even the very first icelabs installed in 1996, and the CryoVIP introduced nine years ago, are still in operation.

It's rare that whole body cryostimulation solutions reach the temperatures they claim to, says Bäurle, meaning that the full benefits are not delivered. But icelab does just that, using an electric triple cold cascade which also produces a comfortable, dry, cold air environment for guests where they don't come into contact with refrigerants, nitrogen, liquid air or other gases.

What's more, Bäurle says the icelab -110 can be very profitable – the sessions, for up to groups of four, only last three minutes so you can fit in more than 100 a day. The versatile treatment can either be offered on its own, combined in spa menu packages, within fitness, sports and leisure packages, and even be part of medical spa offerings.

At the same time, the chamber has low electricity consumption and its Heatback Recovery System means all the heat extracted from it can be 'recycled' and used to support the heating of a swimming pool. Bäurle adds that a return on investment can be seen in the first few years.



Cold Sauna icelab -110°C is made by Germany's Zimmer MedizinSysteme and is distributed worldwide to spa and wellness centres, sport and fitness clubs and medical facilities.

It supplies some of the top spas in the world including those at the new Chenot Palace Gabala, Azerbaijan and Palace Weggis, Switzerland; Waldhotel at the Bürgenstock Resort, Switzerland; Jumeirah Al Wathba Desert Resort, Abu Dhabi; The Istana in Uluwatu, Bali; Thermes Marins, Monte Carlo; and Sparkling Hill Resort, Canada.

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DESTINATION SPA



74

spa business uniting the world of wellness

ALPINE ENERGY

Italian destination spa Lefay has just opened a second location in the Dolomites. Jane Kitchen finds out how wellness underpins everything for this innovative group

The spa is at the heart – both literally and figuratively – of everything at Lefay. Owned by the Leali family, Lefay has positioned itself as an innovative wellness-focused hotel group, with a spa philosophy that combines classical Chinese medicine with modern western techniques, a focus on sustainable design, and enviable locations that take advantage of their natural settings. The Italian wellbeing hospitality group has just opened a second location in the Dolomites mountain range, north Italy, to complement its much-respected Lake Garda location, and plans are underway for a third resort in Tuscany. The Lealis also hope to expand beyond Italy, and are exploring opening branded locations in central Europe – in particular Austria and Switzerland – with a goal to have five properties open within the next 10 years, all with spa as a central focus.



“At Lefay properties, wellness embraces the entire holiday experience and can be found everywhere: wide spaces, architectural integration, the natural material used, the Vital Mediterranean cuisine, and above all, the treatments by Lefay Spa,” says Alcide Leali, managing director of Lefay Resorts. “We don’t build hotels – we build spa hotels. Spa is always at the core of our properties.”

Destination spa

The entire Dolomiti resort is positioned around the centrally located spa, with suites spread out in two side wings. But it’s not just the location that showcases the spa’s importance in the Lefay model; at 5,000sq m (54,000sq ft), it’s a full 30 per cent bigger than the already impressive 3,800sq m (41,000sq ft) spa at Lake Garda, and is one of the largest in the Alpine region. “Lefay Dolomiti is an upgrade in terms of infrastructure, with bigger rooms

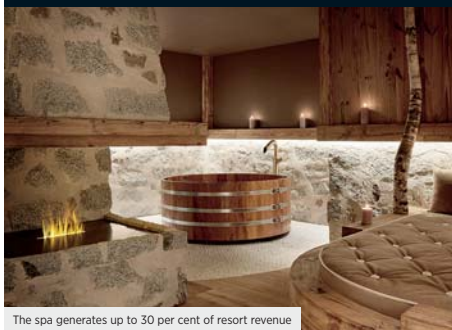
“We don’t build hotels – we build spa hotels. Spa is always at the core of our properties,” says Lefay MD Alcide Leali

Being inside these zones, in a world of analogies and symbolism, will help guests to understand the type of energy they need to find balance again

► and a bigger spa," says Leali. "We wanted to enter the market with a property that's not just a leader today, but that will still be a leader in the next 10-20 years."

The focus on spa seems to be paying off: at both the Lake Garda property and the Dolomiti location, 30 per cent of resort revenue is generated by the spa, with around 50 per cent of guests taking a treatment. This also means that the Dolomiti hotel – located in Madonna di Campiglio, one of the top skiing destinations in Italy – can attract guests year-round. "A spa destination in itself is attractive for guests, regardless of the location or the season – people need to go there to stay healthy and recover," says Leali. "This need is essential and not deferrable."

Treatments and programming at the new Lefay Dolomiti spa – which is spread over four levels – are based around the Lefay Spa Method, a wellness philosophy born from studies carried out by a team of medical experts in various holistic disciplines. Signature energy treatments aim to rebalance and rejuvenate both the body and mind by stimulating classical Chinese meridians to activate the energy systems. In the Dolomites, this philosophy has also been translated to a vast, 1,700sq m (18,300sq ft) thermal area known as the Energy Therapeutic World.



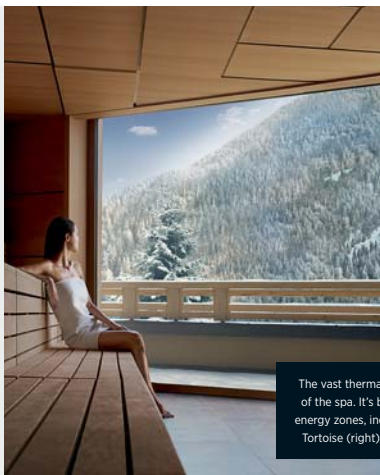
The spa generates up to 30 per cent of resort revenue

Energy zones

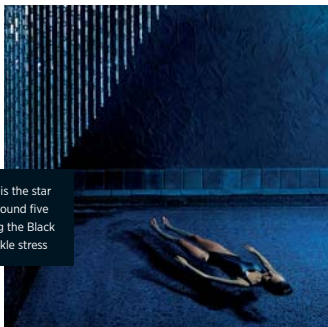
It's the Energy Therapeutic World that's the star of Lefay Dolomiti, with five zones based on the Chinese qi energy concept which moves through five phases between the poles of yin and yang.

"Everything that exists is connected to these five phases, that can be connected to the seasons, colours, directions, and parts of the human body," explains Leali. Each of the five areas – The Green Dragon, The Red Phoenix, The White Tiger, The Black Tortoise and the Centre – is devoted to a particular season and linked to an organ in the body and feature different colours, scents and levels of temperature and humidity. "Being inside these zones, in a world of analogies and symbolism, will help guests to understand the type of energy they need to find balance again," says Leali. "They represent the relationship between our body and the elements, the seasons, and the unique paths of our existence."

Guests are given recommended circuits that include prescribed time in specific saunas (from a choice of nine) and relaxation areas, combined with massages, facials, breathing or meditation activities. The spa Centre includes a hydrotherapy pool with a domed skylight, and relaxation areas with commanding views of the mountains. Light is important in this area, which



The vast thermal area is the star of the spa. It's built around five energy zones, including the Black Tortoise (right) to tackle stress



The spa sits at the centre of the resort and covers 5,000sq m, making it 30 per cent bigger than the original one in Lake Garda

LEFAY DOLOMITI SPA SUPPLIERS

Treatments & products:
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pools: Hofer Group
Hydrobaths: Unbescheiden
Beds: Lemi
Linen: Beltrami



We wanted to enter the market with a property that's not just a leader today, but that will still be a leader in the next 10-20 years

connects all of the zones, and guests are encouraged to transition here for a few minutes between the different saunas. .

The Black Tortoise

I'm told my own energetic levels will naturally draw me to one of the four zones - the Green Dragon is suggested for impulsive and nervous people, while the White Tiger is for people experiencing weakness, tiredness or melancholy - and each zone even has its own blend of herbal teas to help realign your energy.

For me, it was the Black Tortoise path - suggested for people experiencing stress - that drew me in, which meant retreating into a dim, cave-like area created with dark stone and black tile. There, surrounded by the scent of juniper and cypress, I rested in the Salt Grotto, and floated blissfully in the hypersaline waters of the Salt Water Lake - one of three private floatation pools designed for up to two people. The spa brochure tells me this zone represents the stage of profound gathering, of winter, and the peak of yin. If this energy is imbalanced, light sleep and loss of creative abilities can ensue. A full Black Tortoise sequence consists of the Salt Grotto and Salt Water Lake, relaxation on a water lounge, plus a



Tired guests head to the White Tiger zone

50-minute Massage of the Black Tortoise using chromotherapy and vapourised essential oils, a 50-minute facial energy massage, a 40-minute qi gong session, and dedicated phytotherapy session, and is offered for €300 (US\$332, £255).

"The challenges people face in their daily lives are driving them to explore new wellness-related products and services as they realise a need to take care of themselves," says Leali. "As well as pollution, bad dietary habits and less time to exercise, today's consumers experience mounting pressures, tough schedules, lack of true leisure time, and constant availability through digital devices. As a response,

a step back is needed: guests reassess how they live their lives, and look for other types of fulfilment."

Mountain spa

In addition to the Energy Therapeutic World, the spa features a treatment and rituals floor for treatments with more than 20 rooms, as well as a level dedicated to fitness, with a 24-hour Technogym-equipped centre that overlooks the garden and includes studios for breathing, meditation and physical-energetic rebalancing classes. The indoor

DESTINATION SPA

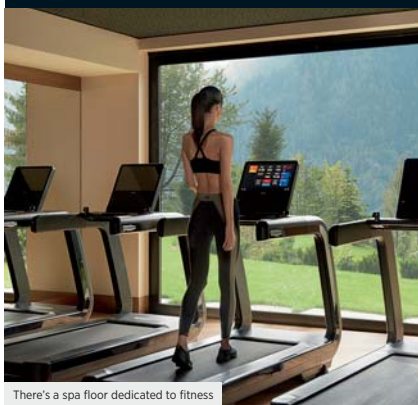
► sports pool is covered in tonalite, a local granite-like stone, and has been inspired by the mountain streams, while the indoor-outdoor pool includes hydrotherapy circuits, and boasts stunning views across the mountains and valleys. Indeed, floor-to-ceiling glass takes advantage of the mountain views throughout the resort, from the relaxation area to the restaurants and even the Red Dragon sauna.

Spa treatments aim to reactivate energy channels and to rebalance the energy of the body and mind, and combine traditional massage techniques with the stimulation of meridian points. A new Scents of the Forest category uses natural local ingredients like horse chestnut and arnica oils enriched with mountain pine and juniper, mineral alpine salt and traditional butter from the Alps. Other treatments use mud from the nearby Val di Genova which is enriched with magnesium or malachite.

In addition, non-invasive aesthetic treatments are on offer, including Hydrafacial MD and oxygen therapy treatments from Intracuticals and Zo Skin Health Restoration by Dr Zein Obagi, aimed at treating skin discolouration, acne and dehydration. Specialist medical consultations and treatments in physiotherapy and osteopathy are also available.

Designing wellness

The 88-bedroom resort has been designed by architect Hugo Demetz, who worked on the original Lefay Resort. Demetz used local wood and stone to help the hotel blend into the landscape, and clad the exteriors in fir and larch wood. Italian architect Alberto Apostoli, whose clients include operators



There's a spa floor dedicated to fitness



Fifty per cent of guests have treatments (above): The thermal Centre connects all areas and guests relax there between sauna sessions

Innovation, nature and a unique wellness method are the principles of the Lefay wellness philosophy

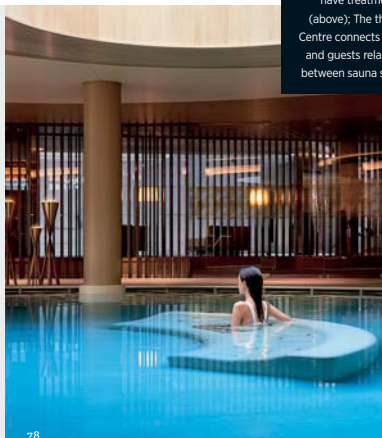
such as Four Seasons and Relais & Chateaux, designed the interiors, which feature natural materials such as Italian oak for the parquet flooring and chestnut for the furnishings, as well as local stone, Italian leather, wool and cotton linens. Lefay has positioned itself as a sustainable brand, and the new resort is certified by ClimaHotel and uses renewable energy sources to produce thermal and electric energy.

The Dolomiti property is also home to the first Lefay-branded wellness residences which have access to all of the resort's services, including the spa. There are 22 in total and they range in price from €1m (US\$1.1m, £851,300) to over €3m (US\$3.3m, £2.6m). "This means the Lefay experience is not limited to a wellness stay, but expands into a new mode of living in a place where wellness is everywhere," says Leali. Plans are also underway to add residences to the Lake Garda location, and residences will also be on offer at the upcoming resort in Tuscany.

"Innovation, nature and a unique wellness method are the principles of the Lefay wellness philosophy, blending together east and west to recover inner harmony," says Leali. "We believe that exclusivity means doing what no one else has yet thought of, investing in the present and in the future, creating something for a select few that benefits everyone." ●



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BAKU TO THE future

Spa trends, innovations and concepts, investments in biohacking and science all underpinned topics at the Spa & Wellness International Congress in Azerbaijan. Lisa Starr shares her takeaways



Left to right: event presenters Mike Wallace and Laszlo Puczko with Lisa Starr

2019 PERFECT SPA AWARD WINNERS:

DAY SPA: Riviera Day Spa (Minsk, Belarus)

MEDICAL SPA: Gazelli House Wellness Center (Baku, Azerbaijan)

WELLNESS RESORT: Bioli Medical Wellness Resort (Tbilisi, Georgia)

HOTEL SPA: Carelica Eco Spa at Hilton (St Petersburg, Russia)

RESORT SPA: Riviera Sunrise Resort Spa Hotel (Alushta, Russia)

SPA HOTEL: ReLife Wellness Center in Green Flow Hotel (Sochi, Russia)

In December, 260 spa professionals from 15 countries gathered in Baku, Azerbaijan, for the sixth annual Spa & Wellness International Congress, oriented to businesses in the Russian-speaking regions of the world. Organiser Elena Bogacheva, president of Russia's Spa & Wellness International Council (SWIC), and CEO of consulting firm Spa Priori, put together an insightful four-day event.

Opening day, panels covered wide-ranging topics such as current spa concepts, wellness marketing and KPIs. Dr Tamaz Mchedlidze, creator of the Bioli Medical Wellness Resort in Georgia, shared the vision behind the resort's successful mix of stress management, exercise, and functional nutrition. Later on, the resort received SWIC's 2019 Perfect Spa Award (see opposite), along with Gazelli Art House, a gorgeous multi-faceted business in downtown Baku which hosted delegates for an evening.



Elena Bogacheva

On subsequent days, the congress was divided into sections such as Hotel & Resort Spa Segment Trends and Day Spa Best Practices, enabling deeper dives into content specific to these markets. There were numerous insightful presentations on subjects such as investments in biohacking, wellness architecture, and budgeting & cash flow management.

Meanwhile, in evening discussions, many delegates voiced their concerns about black market spas, especially in Moscow. These non-licensed facilities offer cheaper services and are tempting staff from legitimate spas with unrealistic compensation schemes. In other news, however, it was noted that younger clients are drawn to more sustainable businesses and practices.

In a Scientific Conference on the fourth day, professors and doctors gave expert presentations on Age in the 21st Century; Innovative Laboratory Diagnostics; and hormones, beauty and ageing.

The congress concluded with a gala dinner, with copious amounts of food, wine and a fun atmosphere emceed by Russian talk show host Alexander Gerasimov. The delegation now look forward to meeting again in Minsk, Belarus, on 15-18 September 2020. ●

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The Glass House was purpose-built to deliver a bespoke retreat experience



Matrix Fitness partner with first purpose-built wellness retreat in the UK

The Glass House, in Essex, has been designed from scratch and built by industry experts from the ground up. It's a visionary retreat, with an all-inclusive approach to detoxing, health and wellness

The concept was the creation of family-run construction company, Jarvis Development Group, which has successfully ventured into the spa and hospitality market with this innovative architectural creation, complemented by eco-friendly solar panels, a ground source heat pump and rain water recycling technology.

Russell Jarvis, from The Glass House comments: "The Glass House began as a passion project for Joy, our mother, who has been visiting wellness retreats for years. Whilst her experiences were always inspiring, she felt there was room for improvement – many sites were a bit pushed for space and had limited facilities."

"Other retreats are converted or renovated buildings, they have to use the space as best they can and are therefore restricted in their design. Being able to plan The Glass House Wellness Retreat from scratch has allowed us to create an impressive building, not only of architectural significance, but also purpose-built to deliver a premium, bespoke retreat experience."

Nestled in seven acres of countryside just an hour outside of London,



Matrix has created a hyper-versatile fitness suite

facilities include a heated leisure pool, a Cryotherapy chamber, a spa and salt block sauna, eight treatment rooms, a communal lounge and dining area, a large fitness studio and a fully loaded gym.

"The gym is at the core of the Glass House experience," Russell continues. "With the help of Matrix Fitness, we have created a hyper-versatile fitness suite, offering visitors everything they need for a full body workout. Our entire design has been carefully considered so it was vital that we partnered with an equipment supplier who could give us state-of-the-art equipment, optimised to give our members the best results."

The install included Matrix 3xe cardio gym equipment with intuitive app-based interfaces and touchscreen displays, Matrix

Versa Duels, a range of pin loaded resistance machines that incorporate advanced biomechanics for a natural, smooth, efficient workout experience, and the Matrix Connexus columns were installed in both the gym and in the studio to provide the best in functional training and built-in-storage solutions. The gym also incorporates Matrix Fitness lifestyle graphics on the walls.

Nigel Tapping, head of

Sales – Hospitality Sector at Matrix Fitness adds: "The Glass House Wellness Retreat is an exciting tailor-made, eco-friendly build. A project built from concept to completion that has been thought through with the end users experience in mind at every step.

Premium fitness suites and versatile gym designs are playing an increasingly vital role in the spa and hospitality sector and it has been fantastic to collaborate with the Jarvis family to provide a cutting-edge fitness experience to its visitors."

● To find out more about The Glass House Wellness Retreat visit www.glasshouseretreat.co.uk or to learn about how Matrix Fitness can transform your fitness experience visit www.matrixfitness.co.uk

HEAT OF THE MOMENT

From giant golden egg saunas and converted ski gondolas to rustic hand-crafted huts, we showcase the latest in heat experience design and innovations

The single, double or triple saunas from Estonia are covered in spruce wood tiles



Craftsmen have remastered a shingle production method once used by farmers to create the eye-catching design



Spruced up sauna

Estonia-based company Iglucraft is adding a rustic touch to sauna design with its hand-crafted huts. Craftsmen have remastered the shingle production technique used by farmers decades ago to cover the pods in individual spruce tiles.

They come in single, double and triple sizes, with the largest capable of hosting six people and including a steamroom, washroom and changing room. Iglusaunas are prefabricated and arrive on site ready to install. The company counts David Beckham among its customers after the footballer bought one for his home in the Cotswolds, UK.





Giant golden egg

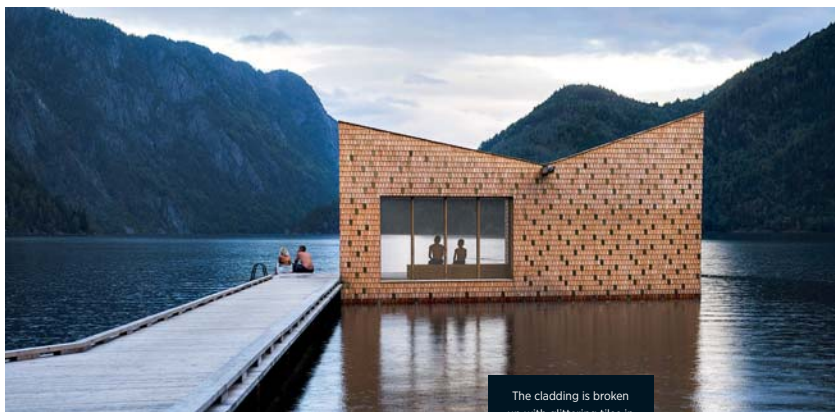
The Solar Egg sauna, designed by art and design duo Bigert & Bergström, is made out of stainless steel golden mirror sheeting and has a multifaceted form that breaks up and reflects the surroundings in a striking way.

It's been conceived as a type of social art in Sweden's northernmost town of Kiruna, but would make a design-statement for any spa operator. The town is being completely relocated for mining purposes and the unique sauna, which is a symbol for warmth and reflection in Lapland culture, has been created to give locals somewhere to meet and discuss the challenges facing their community.

"Landscape, mine, town, sky, sun and snow are combined into a fragmented image that can evoke associations with the complexity spanned by today's discussion about climate and sustainable community development," the artists say.



Solar Egg is a piece of social artwork where the community can meet for discussions



All that glisters

Another piece of artwork, the Soria Moria sauna in Dalen, Norway, is the first installation in the Tales of the Waterway project which aims to bring more attention to six canal municipalities in the region.

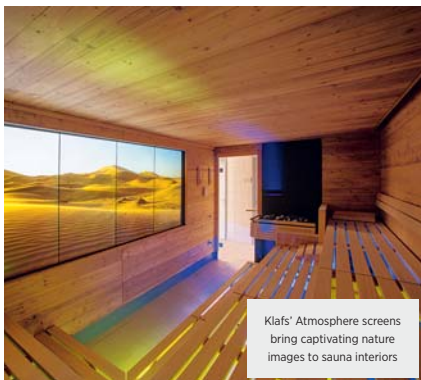
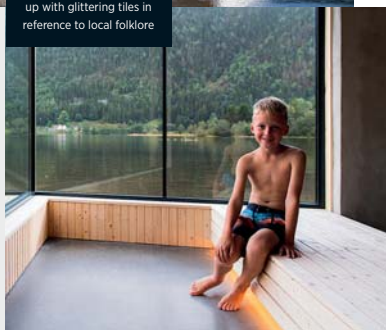
The silhouette of the sauna is an interpretation of the steep mountainsides surrounding Lake Bandak which it juts out into. Wooden shingle cladding, inspired by local building techniques, is broken up with glittering tiles

in reference to folklore – to the mythical and magical.

Architect David Fjågesund says: “The main idea is that visitors and people living in the area will experience the canal landscape in a new way.”

Soria Moria is a focal point for local residents, guests at the nearby Dalen Hotel or hikers and cyclists exploring the region. It can hold up to 15 people, rented for private use or used for drop-in sessions for about NOK50 (US\$5.6, €5.1, £4.3) per person.

The cladding is broken up with glittering tiles in reference to local folklore



Klafs' Atmosphere screens bring captivating nature images to sauna interiors

Scene setter

Not all heat experiences, especially in urban settings, have the luxury of an outside view. With this in mind, sauna and spa manufacturer Klafs has created the Atmosphere screen.

Up to four panels, designed for permanent operation under extreme temperatures, can be modularly installed in saunas or snow rooms and display captivating nature clips – from shots in the Arctic Circle, to the mountains, to the tropics.

The continuous images last for 15 minutes, the usual amount of time someone spends in a sauna, and have been shot by professional cameramen for Klafs in the highest resolution (8k). The films play in slow motion so people can detect even the finest details, such as the spray on a breaking wave, and to add to the calming effect.

DESIGN

Open air wellness

Italian wellness consultancy Starpool has partnered with design studio Aledolci & Co to develop an outdoor sauna concept.

The NatureSauna, is billed as a tribute to the Nordic culture of 'open air wellness' and is designed to 'unite building, man and nature'. It's made from Italian spruce wood and has brushed copper inserts. It can be used in any outdoor setting and climate and is available in three sizes starting at 3.6m x 3.2m.

Riccardo Turri, CEO of Starpool, says: "NatureSauna perfectly embodies our values of aesthetics, design, texture, effectiveness and environmental care."

Starpool's sauna has been designed to unite 'building, man and nature'



Off piste design

German designers Toni Egger and Felix Tarantik are offering spa operators mobile saunas made from the aluminium shells of ski-lift gondolas.

Egger says: "We both use saunas regularly, but the current style is very traditional. They've never been designed in a modern, simplistic, high-quality way and are all lacking the sense of beauty we were looking for."

Tarantik adds: "We were looking for a frame that could withstand extreme temperature changes. Ski gondolas are built for that: they're indestructible."

The four- to eight-person Saunagondels are fitted with silver fir wood inside and a Huum electric heater which can reach up to 100 °C.

German designers have made a mobile sauna using the shells of ski lifts





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spa business uniting the world of wellness

Farris Bad's events sauna features high tech lighting, sound and even a DJ booth



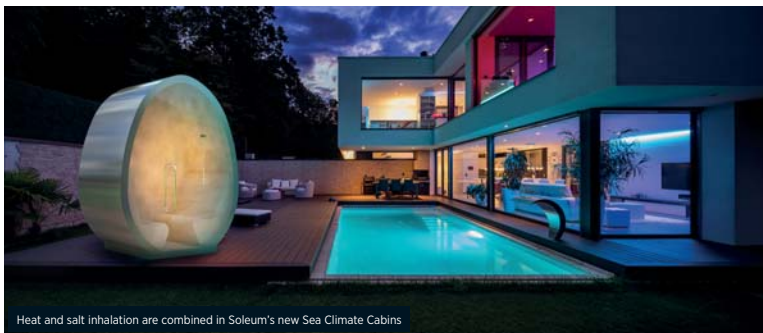
Show time

Norwegian spa resort Farris Bad has opened a 100-person events sauna to host entertaining aufguss sauna shows and major sauna competitions.

The sauna, designed in collaboration with DS Light and Sound and B+S Finland Sauna, features state of the art light and sound technology and even a DJ booth.

Farris Bad development manager Lasse Eriksen says: "We can go full-throttle, with a *Top Gun*-style aufguss show.

"It's like sitting on a stage in a show – you're in the centre where the energy is created and with the mix of heat, water, ice, herbs and essential oils, the sauna master guides you on this amazing journey."



Heat and salt inhalation are combined in Soleum's new Sea Climate Cabins

Sea change

The traditional benefits of heat is boosted with salt inhalation thanks to the new Sea Climate Cabin from Austrian firm Soleum.

A misting system can be used for dry or moist salt inhalation to help with everything from respiratory disorders, sleep health and allergies

to skin conditions and boosting the immune system. Using the same technique, the cabin can be turned into a 'teadarium', where the air is infused with medicinal teas such as chamomile, mint, thyme and sage.

The cabins, suitable for outdoor or indoor use, come in Omega, Egg

or Ellipse shapes and a range of 26 colours including an eye-catching gold. Soleum says the jointless interiors make for easier cleaning too. Changing coloured lights and feel-good music round off the wellness experience, which can be controlled by a smartphone or tablet if desired.

Sustainability Innovation Satisfaction Quality



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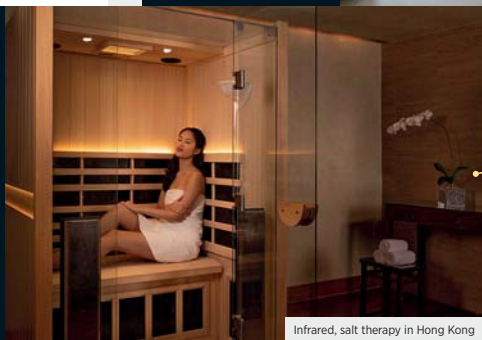
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Cloud-like wellness from Vital Tech



Infrared, salt therapy in Hong Kong



HOCATT specialises in ozone saunas



Far infrared detoxing by Iyashi Dome

Multitude of innovations

As sauna bathing grows in popularity, so do innovations in the field. Infrared heat experiences are diversifying with the likes of Vital Tech, which has created a sense of weightlessness with its **Nuage** cloud-like lounger and **Halotherapy Solutions** which has teamed up with Mandarin Oriental Hong Kong to launch one of the first salt-therapy infrared saunas. Meanwhile, **Iyashi Dome** is supplying operators such as Reebok and using far infrared rays, inspired by ancient Japanese hot sand rituals, to develop its detoxing, slimming and anti-ageing experiences which are said to burn up to 600 calories in 30 minutes.

Far infrared rays also form one component of the latest **HOCATT** ozone steam saunas. These units combine multiple elements - from ozone and oxygen treatments to pulsed electromagnetic field, photon light, carbonic acid and microcurrent technologies - to help prevent ill-health, promote athleticism, aid wellness and make people look good.



Ripavi's sauna on stilts

In the UK, **TyloHelo** is using organic wooden-shaped fins in the cabin ceilings at South Lodge Spa (pictured) for a stylish finish, and juniper walls to create natural aesthetics and aromas at a panoramic sauna in the Hale Country Club.

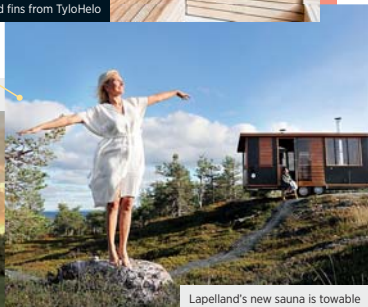
Over in Finland, mobile sauna concepts are making a move with companies such as **Ripavi** which has created a sauna on stilts for multiple surfaces – ground, water, snow or ice – and **Lapelland** which has introduced a towable model. Perhaps most striking is the Wellness Dream by **Cariitti** that consists of a sauna, steam bath and bathroom/dressing room in a movable sea container. ●



Organic-shaped fins from TyloHelo



Sea container sauna by Cariitti



Lapelland's new sauna is towable

Making the world a better place

Davines Group has
made a commitment
to operating sustainably
in all aspects of its
business, to lead the way
for customers and
collaborators



The Davines Group is redefining the business world through a visionary model that generates a positive impact, enabling its spa partners to embrace initiatives that make the world a better place.

With its focus on ethical trading and sustainability, the group is committed to meeting some of the most testing environmental standards in the world, including the United Nations Sustainable Development Goals.

The company and its three brands – Comfort Zone / Skin Regimen skin care and Davines hair care – is also a certified B Corporation, and has been recognised as a “Best For Environment” Honoree, which have deeply influenced their sustainability objectives and report.



Davide Bollati, president and owner of Comfort Zone and Skin Regimen, the skincare brands of the Davines Group



The headquarters of Davines Group is a carbon-neutral, sustainable building



Ethio Trees: beyond offsetting

Through the partnership with this non-profit, the Davines Group contributes to environmental and social change in the Tembien Highlands, Ethiopia



“Being a B Corp constantly inspires and motivates us to improve the way we create products, do business and give back to the community”

Global culture shift

B Corps – businesses that balance profit and purpose to meet the highest standards of environmental and social performance – are accelerating a global culture shift to redefine success in business and build more inclusive and sustainable economies.

“Being a B Corp constantly inspires and motivates us to improve the way we create products, do business and give back to the community,” says president and founder, Davide Bollati. “The influence of the B Corp movement has expanded far beyond just us, inspiring our suppliers and partners to join the movement and engaging with spa businesses and consumers who care about the future of the planet.

“More and more spas want to be sustainable,” says Bollati, “but don’t necessarily know how. The B Corp certification standards are a great reference in terms of inspiration and education, while also having a very practical side.

“This is important, because consumers are increasingly making buying decisions based on ethical and environmental considerations.”

Fully carbon neutral

In 2019, Davines Group’s B Corp status was re-certified, with the business increasing its score to 117.4 – out of a maximum of 200 – up from 99 in 2016.

This was as a result of a wide range of commitments, including all its offices around the world becoming carbon neutral, sourcing 100 per cent of energy at the Italian headquarters from renewables and offsetting energy consumed by manufacturing through a collaboration with EthioTrees.

This social and environmental non-profit is dedicated to regenerating the soil and forests of Ethiopia, as well as helping farmers and communities gain access to drinking water.

Meaningful changes

Davines Group initiatives include reducing the use of plastic in packaging, the adoption of carbon neutral manufacturing and encouraging suppliers to adhere to sustainability practices.

The company also supports a number of projects, such as I Sustain Beauty, a global campaign supporting initiatives that create positive social, artistic and environmental impact.

Since 2014, over 240 projects have been started around the world, including sustainable agriculture to protect pollinators and the maintenance of greenways for sustainable mobility.



Discover more

www.comfortzone.it
www.skinregimen.com
www.davines.com

Hyper Personalisation

Savvy spa consumers expect ultra-personal services throughout their experience, so how are software companies helping operators deliver this?



Since using this one-two punch approach, our rebookings have increased by at least 70 per cent

PAULA DI MARCO,
YOUNG MEDICAL SPA

By providing spa consumers with individualised experiences that tap into their very own preferences – whether that's the type of tea they drink, to their favourite therapist – operators are making the ordinary extraordinary, which can only help to increase their reputation and retention rates. And software suppliers are at the heart of the evolution, helping spa operators to reap the rewards.

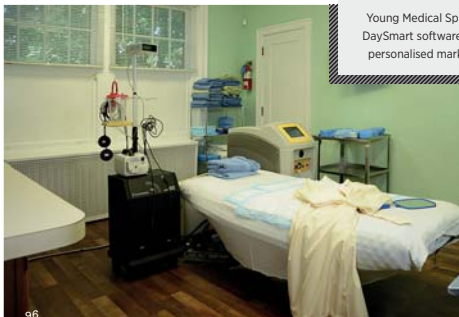
TARGETED TECH

Hyper personalised marketing is the obvious starting point as sophisticated software systems deliver big data analytics that are mined for information at every touchpoint, allowing spas to dig deeper into their consumers' behaviour than ever before.

With Shiji Group's Concept Spa Business Intelligence functionality, spas can pull guest data such as anniversary, nationality, spend trends, preferences, favourite services and booking behaviour in order to create tailored promotions. Meanwhile, Book4Time provides insight on guest behaviour across multiple locations, a full 360° experience with data insight revealing important elements about a guest, offering numerous ways to personalise their campaigns and experiences once in the spa.

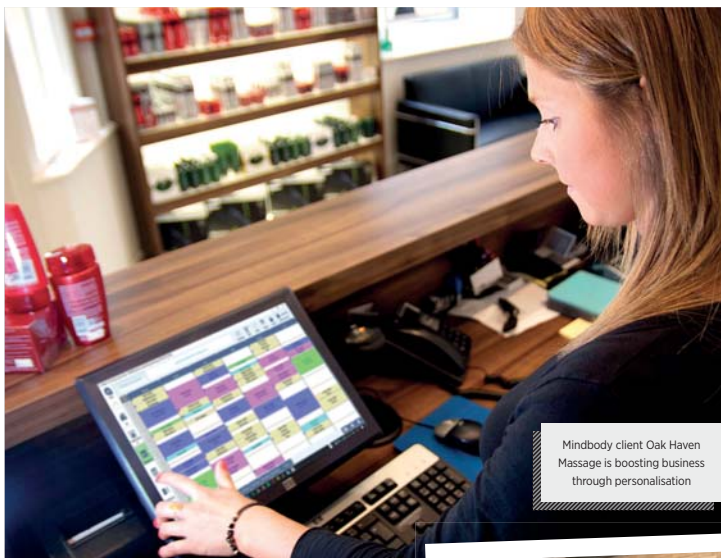
ISalon Software says seasonal offers capitalising on busy periods work well for its spa operators. Meanwhile, Oak Haven Massage in Texas, US is using Mindbody's branded web tools to break down its communications into the three groups – new clients, reactivation campaigns and those which target the top 100 spenders.

In another lucrative move, Young Medical Spa, which has three medi-spas in Pennsylvania, US, is using DaySmart's Orchid Medical Spa software in conjunction with automated marketing company DemandForce where data is populated every 10 minutes to generate automated



Young Medical Spa uses DaySmart software for its personalised marketing





Mindbody client Oak Haven Massage is boosting business through personalisation



We get over
800 referrals
per month. We
also have a 95
per cent Net
Promoter Score

ALLISON MORENO,
OAK HAVEN MASSAGE



emails and texts and communicate with patients seamlessly. Orchard's ability to connect with DemandForce has proven valuable says the spa's PR director Paula Di Marco: "Since using this one-two punch approach, our bookings have increased by at least 70 per cent."

GETTING TO KNOW YOU

Just as the options for carving up personal data for marketing are endless, so too are the options for how spas interpret preferences once guests arrive. Leonie Wileman, COO of Premier Software says its Core system provides all the data a spa needs – from details such as date of birth and marketing preferences,

through to favourite therapist, drinks and magazine choices. Just how personal the spa gets with that information is up to them. However, like most software systems, Core also ensures that spas remain GDPR compliant.

Likewise, The Assistant Company (TAC) emphasises the importance of being able to guarantee the secure handling of guests' data and maintain the balance between the quest for the ultra-personal and the potential for invasiveness.

For those facilities operating in a medical setting, such as Young Medical Spa, data capture inevitably necessitates acquiring an even greater level of personal info which, alongside the standard robe size and favourite scents, includes sensitive

medical information that the Orchard Medical Spa Software tracks confidentially.

Di Marco says: "We know our patients have a particular provider that they prefer and Orchard Medical Spa software helps us to ensure our patients are scheduled with them. We also utilise the pop-up feature to notify us whenever a patient record is open so that we may address personal notes to greet them, perhaps a wedding coming up, or special event they are refreshing their look for, or even a concern they had last visit to guarantee we can give them a little extra service moving forward."

For Mindbody client Oak Haven Massage, data collection starts even before the guest walks through the door. Spa co-owner Allison Moreno

► explains: "Most of our clients fill out our new client intake form online before they come in for their first visit."

"Alongside alerts to track clients' favourite therapists we use client indexes to follow up on their preferences including temperature, scent, music and lighting. Treatment preferences are also kept track of in client indexes, which I love because it's easy for both the therapists and client to look at and update when necessary."

And the impact on business from their personalised services? "We get over 800 referrals per month," says Moreno. "We also have a 95 per cent Net Promoter Score which is the real way that we judge our performance from a customer service standpoint; our 1,500 five-star Google/Yelp reviews don't hurt either!"

In South Carolina, US Urban Nirvana spas, which has 14 locations, says it's seen an additional 7.1 per cent in service revenue, recovering 4,221 lost guests since using Zenoti's personalised Smart Marketing program.

Tessa Golemis, director of retail, explains: "Urban Nirvana prides itself on knowing each and every guest. We do this primarily through Zenoti software by adding important information directly to the guest profile. Zenoti's Notes and Forms help us customise services from visit to visit, providing consistency across treatments."

"Guests can be very particular with room selection and in some cases it's as important as a therapist preference. We also note treatment preferences such as

Feedback surveys are critical to understanding customer likes and dislikes



Guests want to feel that they're one of a kind and great technology can help spa operators create that experience

GUY WEISMANTEL, ZENOTI

areas to focus on or avoid in massage or skin type. With this information, our guest can feel comfortable booking a treatment with any of our providers or pick up where the preferred provider left-off last visit.

"Capturing and sharing personalised information is critical to creating consistent and elevated experiences for our guests. This level of personalisation drives a happy customer and increases retention rates. Even our user feedback surveys are critical to understanding customer likes and dislikes. We've seen a great improvement in retention since using Zenoti software to capture and share this information."

PRECISELY PERSONAL

Today's spa landscape is highly driven with operators looking for any advantage to differentiate themselves from the competition, separating the merely personal from the hyper personal. As Zenoti's SVP of marketing, Guy Weismantel, says: "Whether it's texting your client to confirm the appointment, using geofencing capabilities to know when they're approaching allowing you to proactively welcome them in, or using your app to allow them to choose their own music playlist and scents in the studio, spas today strive to provide a uniquely personal experience to their clients. Guests want to feel that they're one of a kind and great technology can help spa operators create that experience before, during, and after their visit." ●



Journalist Kate Parker is a regular contributor to *Spa Business*
 ■ kateparker@spabusiness.com




Urban Nirvana uses Zenoti to capture client data and offer consistent, elevated experiences

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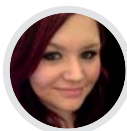
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Product innovation



by Lauren Heath-Jones,
assistant product editor

Industry suppliers tell Lauren Heath-Jones about their latest product, treatment and equipment launches

Sensync reveals 'deep brain massage' VR experience

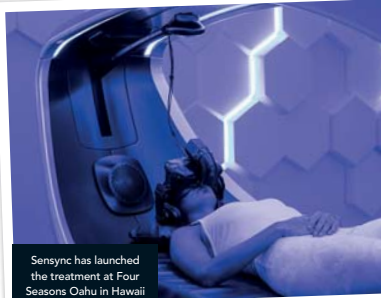


“It relies on the push-pull relationship between the two competing types of attention.”

Immersive wellness company Sensync has partnered with Four Seasons Resort Oahu at Ko Olina in Hawaii to launch a virtual reality Deep Brain Massage that promises to “displace guests from the burdens of their mind and unlock new approaches for relaxation and restoration”.

The treatments take place in The Vessel which offers a series of nature-themed journeys – such as Ocean Cove, Crystal Cave and Floating Clouds – ranging from 20-80 minutes based on guest preference.

It's one of the first experiences to deliver state-of-the-art stereoscopic visuals, spatial audio, scent, vibroacoustics, sense of body position, wind and temperature effects in unison. The Vessel does this while also collecting real-time physiological



Sensync has launched the treatment at Four Seasons Oahu in Hawaii

data such as respiration, heart rate and electrodermal activity and it then adjusts the treatment accordingly and the information is shared with guests as a map of their journey to show how they react to different stimuli.

The journeys are designed to help ‘reset’ customers’ brains to achieve a state of tranquility. The idea is that their focus is pulled away from goal-directed thoughts, allowing a much needed restoration from cognitive fatigue to take place.

Sensync founder Alex Theory says: “The Deep Brain Massage relies on the push-pull relationship between the two competing types of attention (bottom-up and top-down) which define all human interactions with the world around us.”



In the VR pod guests see, hear, feel and experience the sensations of nature

spa-kit.net keyword:
SENSYNC

“Tomorrow’s habitat will absolutely have to be eco-friendly and be put at the heart of our natural environment”

Jean-Michel Ducancelle launches solar-powered floating pods

Naval architect Jean-Michel Ducancelle has designed a solar-powered floating hotel suite aimed at offering an eco-friendly and nomadic place for travellers to stay.

The Anthe'ne pod was conceived as a luxury suite for hoteliers to offer their guests, but could be used as a floating spa or treatment suite.

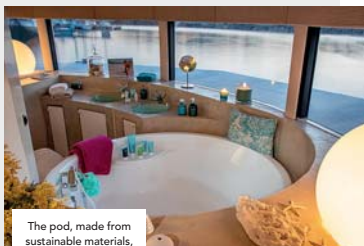
The 50sq m (540sq ft) pod is divided into three spaces: a day space, a night space and a relaxation area, and the roof of the relaxation area can be opened to reveal a solarium. All interior features are said to be made entirely from sustainable materials.



Speaking about the pod's eco credentials, Ducancelle says: "I am passionate about the idea that tomorrow's habitat will absolutely have to be eco-friendly and be put at the heart of our natural environment."

The pod is priced from US\$535k (£490k, £434k).

spa-kit.net keyword:
ANTHENE



The pod, made from sustainable materials, could be used as a floating spa suite



Sequential Kit prioritises personalisation, says Dr Oliver Worsley



“A one-size-fits-all approach is not good enough for the demands of consumers”

Sequential Skin, a startup focused on personalised skincare and diagnostics, has launched an at-home diagnosis tool that could be used in spas as a retail line or even to personalise treatments.

Developed by Dr Albert Dashi and Dr Oliver Worsley, the Sequential Kit features an adhesive skin patch that collects 'material' from the skin's surface, which is then used to generate a skin profile.

The skin profile, which can be accessed via the Sequential app, includes information on the user's genetics and microbiome, as well as personalised product recommendations from product specialist, Pétronille Houdart

"Your genetics and skin microbiome define your skin," says Dr Worsley, "We want to



empower consumers with this knowledge, and recommend the best products for their skin so they can be confident the product is suitable for them.

"Personalisation is necessary in skincare. A one-size-fits-all approach is not good enough for the demands of consumers' skincare needs."

spa-kit.net keyword:
SEQUENTIAL



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spa business uniting the world of wellness

Daniel Golby introduces ESPA's first new Signature Oil blend in 28 years

Professional spa brand ESPA has expanded its line of essential oil Signature Blends for the first time since the company was founded in 1992.

The 100 per cent natural Positivity Blend is made of pure essential oils and was formulated by a team of biochemists, skin experts and aromatherapists.

Designed to inspire self-confidence and boost optimism, the blend contains a 'harmonious' blend of jasmine, gardenia and rose geranium to uplift, while bergamot and sweet orange essential oils enhance mood.

Daniel Golby, general manager at ESPA, says the addition "harnesses potent aromatherapy actives to provide a burst of happiness".

The blend is available as a bath and body oil, as well as a shower gel and a pulse point oil.



spa-kit.net keyword:
ESPA

BC Softwear's SmartKnit range conserves energy and reduces costs, says Barbara Cooke

BC Softwear, a supplier of luxury linens, is rolling out its new SmartKnit towel range, as an eco-aware alternative for spas.

Made from an 80:20 blend of natural cotton and polyester, the towels have been independently verified by the UK's Laundry & Technology Centre, to have a 5 per cent reduction in water consumption compared to regular towels, a 9.2 per cent reduction in drying time and save up to 8.5 per cent in energy when being cleaned.

BC Softwear can provide sustainable solutions from the hotel bedroom to the spa treatment couch.

BC Softwear also claims they absorb up to 65 per cent less oil than traditional towels and that they've been created using a process called reactive dyeing, which uses 60 per cent less water than traditional dyeing.

Barbara Cooke, CEO and founder of BC Softwear, says the range is "designed to conserve energy and reduce costs right across your business".

She adds: "With the introduction of SmartKnit BC Softwear can provide sustainable solutions from the hotel bedroom to the spa treatment couch."

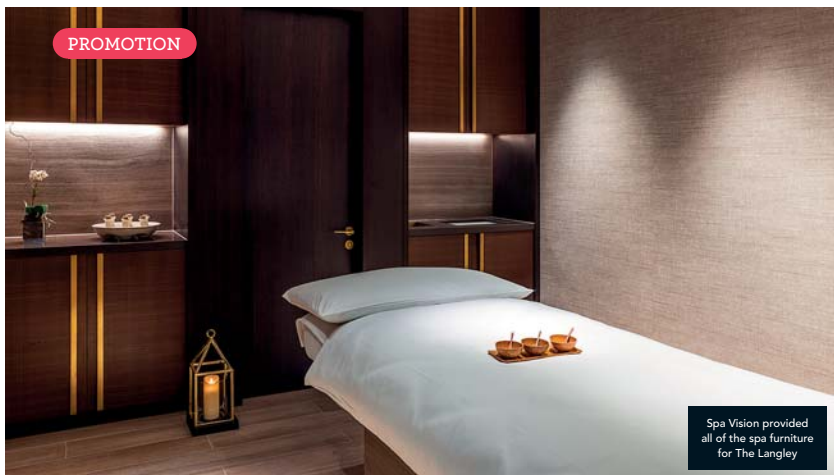
SmartKnit is part of the company's SmartSoft collection, which also includes eco-friendly bathrobes and linen.

spa-kit.net keywords:
BC SOFTWEAR



It takes up to 8.5 per cent less energy to clean the eco-friendly towels





Spa Vision provided all of the spa furniture for The Langley

Collaboration is the key to Spa Vision's success, says Susan Auld

Spa Vision has a reputation for delivering high end spa and wellness projects. We talk to Susan Auld about how the team delivers

How do you approach collaboration with a client?

First and foremost, we ensure we establish contact with the client and set out clear lines of communication. This ensures we can identify the specific needs of the project and understand expectations.

From here we're well placed to begin exploring options around design and comfort details, manufacturer preference, equipment functionality and a clearly defined budget.

Our detailed and diligent approach, which we adopt with all projects, enables us to move seamlessly to finalising the specifics, so we can plan delivery and installations.

You've recently been working on The Langley. Tell us about the scheme you developed

For us this is such a good example of the importance of collaboration, as each step of the project required clear communication

and engagement, as well as partnership working to get to the optimum outcome.

Our brief was to supply all the treatment room and relaxation lounge equipment and spa furniture and we had to ensure we fulfilled the requirements of all stakeholders, including the Interior designers, cost consultants, spa consultant, and spa director.

What were the main challenges and solutions?

As part of the early scoping, we identified the opportunity to deliver something unique which led to the creation of a bespoke, two-person lounge – designed by our brand partner, Living Earth Crafts.

While a fairly simple idea, it allowed us to demonstrate how we can work with our clients and manufacturers to turn existing equipment designs into bespoke pieces that offer something different for our clients

Tell us about your collaborations on the project
We worked closely with Denis Irvine, interior designer, and Nicki



“We identified the opportunity to deliver something unique, which led to the creation of a bespoke, two-person lounge”

Kurran, spa consultant as well as the cost consultants, and Alex James the spa director.

As with all work we do with interior designers, we offer in depth knowledge of the design and functionality of the spa equipment the client is seeking to ensure the design of the treatment rooms are suitable and functional.

Having been briefed by the interior designers, we were then able to work with the spa consultant and spa director to ensure the operational effectiveness of equipment was achieved, on time and within budget.

We then worked with both Living Earth Crafts and Gharieni, the main brand partners for this project, to ensure we delivered to the clients specification.

It was great to play our part in such a long-term and prestigious project. The focus on teamwork gave us all a clear direction and a goal to work towards, which enabled us to deliver a fantastic experience for the client – and their spa guests.

spa-kit.net keywords:
SPA VISION



Algo Energie aims to re-energise the fatigued skin of urbanites

Thalion's 'super algae' defend the skin, says Laëtitia Têtedoux



► SPA-KIT.NET

Thalion, a marine skincare specialist, has launched a new product range, called Algo Energie, to re-energise fatigued skin.

Aimed at urban dwellers over the age of 25, the range features two products; an Energetic Vitamin Complex and Radiance Booster Cream and is designed to target the physical signs of ageing by detoxing, rebalancing, energising, repairing and protecting the skin.

"The pressures of modern life, combined with environmental factors, such as pollution, digital pollution and poor diet, can have a negative impact on the skin, leaving it dull and tired," says Laëtitia Têtedoux, marketing and communication director at Thalion.

Both products are formulated with a trio of vitamin-rich 'super' seaweeds: seaweed taurine, which acts as an anti-inflammatory and



"The pressures of modern life, can have a negative impact on the skin, leaving it dull and tired"

encourages hydration; spirulina, an antioxidant that boosts elasticity and promotes tissue regeneration; and chlorella, which detoxifies and encourages cell renewal.

"Algo Energie, Thalion's latest innovation, is an intelligent concept that uses vitamin-rich 'super algae' to replenish the skin and protect it from these stressors," Têtedoux adds.

spa-kit.net keyword:
THALION

No Rinse Body Wraps conserve water, says Pevonia's Maritza Rodriguez

Skincare brand Pevonia has launched its No Rinse Body Wraps, two eco-conscious body products, designed to deliver potent skincare benefits while conserving water.

"Ingredients in our latest innovation are 100 per cent absorbable, eliminating the use of water – one great step towards the conservation of this precious resource," says Maritza Rodriguez, global VP of marketing and communications at Pevonia.

An intense skin treatment, the wraps are designed to be used as part of a 50-minute professional treatment and are available in two options: the Cactus & Agave Vita Repair Body Wrap and the Crepe-No-More De-Ageing Body Wrap.

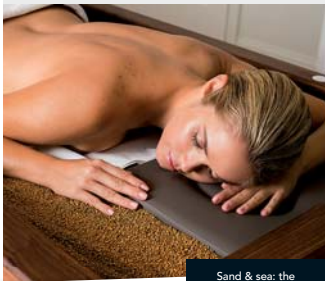
They feature potent ingredients, such as cactus, blue agave extract, longan fruit seed extract and marine collagen, that can be absorbed into the skin.

The two wraps form the basis of a 50-minute intense skin treatment



"Ingredients in our latest innovation are 100 per cent absorbable, eliminating the use of water – one great step towards conservation"

spa-kit.net keyword:
PEVONIA



Sand & sea: the collaboration creates 'truly mindful journeys'



Clair Davidson on Gharieni and Voya's collaboration

Skincare brand Voya and equipment supplier Gharieni have joined forces to develop three treatments combining Voya's signature organic seaweed products and Gharieni's MLX Quartz bed – a treatment table inspired by the healing properties of warm sand at the beach.

"The MLX Quartz bed works in synergy with our seaweed to give the guest optimum results and to create a truly mindful journey," says Clair Davidson, head of sales for Voya. "Both the quartz and the seaweed aid detoxification and improve lymphatic flow, thereby promoting healing. When combined, this creates a powerful boost to the skin and body. The Quartz bed also has specialised heating methods that allow the vitamins



"Both the quartz and the seaweed aid detoxification and improve lymphatic flows"

and minerals found in Voya seaweed to be better absorbed."

The treatments include a pressure point massage; a wrap and a facial; and a massage, wrap and facial combining all three with an aim to boost overall wellbeing and promote lymphatic drainage and body balance.

spa-kit.net keywords:
GHARIENI • VOYA



"The kit and weighted blanket are ideal complements to spa sleep treatments"



Sleep by Comphy an 'amazing sensory experience', says Jessica Carrington

Comphy, a provider of spa linen, has launched a product line designed to aid restful sleep.

Called Sleep by Comphy, the line consists of a weighted blanket and a sleep kit which can be retailled by spas, used to enhance treatments (especially those focused on sleep health), or supplied as an in-room amenity for hotel spas.

The sleep kit consists of a soy candle, aromatherapy bath salts and a linen spray, formulated with natural sleep-inducing ingredients, as well as a Comphy pillowcase, a soothing meditation

playlist, and an online sleep quiz. Meanwhile, the 10lb weighted blanket is designed to contribute to a more restful sleep.

Jessica Carrington, Comphy's director of sales, says: "The sleep kit and weighted blanket are ideal complements to our spa partners' sleep treatments."

"The weighted blanket is an amazing addition to the sensory experience of a deep relaxation massage or sleep treatment." ●

spa-kit.net keyword:
COMPHY



The 10lb blanket is a soothing treatment add-on

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Spas could use the findings to help guests cope with their emotions

Finishing touch

GETTING PERSONAL

Thinking of sadness as a person can reduce its effects, says new study

by Megan Whitby, journalist

Spa operators could help guests reduce feelings of sadness, successfully make healthy eating choices and improve self-control and discipline, using learnings from new research published in the *Journal of Consumer Psychology*.

Called *When Sadness Comes Alive, Will it be Less Painful? The Effects of Anthropomorphic Thinking on Sadness Regulation and Consumption*, the research found that thinking of sadness as a 'person' – what psychologists call anthropomorphising – can reduce its effects, according to teams at the University of Austin, Texas, Hong Kong Polytechnic University and Hong Kong Baptist University.

With mental wellness interventions and programmes becoming increasingly popular in the spa and wellness industry, this research and its approach could inform future treatments and help equip guests to take control of their emotions.

Previous studies have shown that someone feeling sad exhibits a desire for urgent reward and little willpower, such as succumbing to hedonic temptations or engaging in impulsive purchases. The new research explores how anthropomorphic thinking influences people's feelings and subsequent behaviour.

The research included six test studies involving 1,059 participants, 56 per cent of whom were female and 44 per cent were male. Each test involved subjects rating their level of sadness following prompts designed to induce sadness, such as writing about a sad event which

had happened to them. Participants were then asked to imagine sadness as a person and describe their characteristics and concluded by rating their levels of sadness again. All six studies demonstrated that anthropomorphising sadness reduces its severity and changes behaviour.

Lead author Li Yang explains: "We found that anthropomorphic thinking enables individuals to view sadness

as an independent human being that is separate from them and consequently creates a feeling of detachment.

"As a result, an individual who anthropomorphises sadness will feel less sad and will also tend to display better self-control in subsequent decisions about consumption."

In one study participants anthropomorphised their sadness and chose either a healthy food option (salad) or an unhealthy one (cheesecake). Evidence highlighted that those who humanised sadness were less likely to indulge in the unhealthy choice because as their sadness reduced so did their self-indulgent behaviour. ●

Anthropomorphic thinking creates a feeling of detachment so people feel less sad and have better self-control



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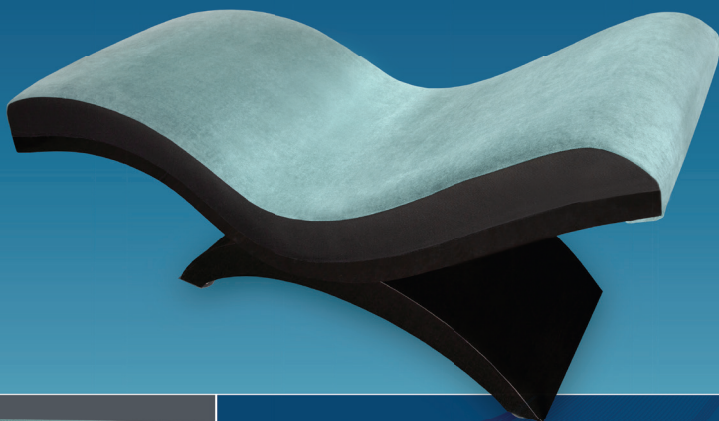
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